Pacific Coin Machine Review

VOL. 2 THE NATIONAL MONTHLY NEWS MAGAZINE OF THE COIN MACHINE INDUSTRY NO. 12

In This Issue . . .

•

AUTOMATIC MUSIC

•

REVIEW LEGAL INDEX

and 19 Other Special

Departments

JUNE 1935

...HERE'S A REAL BUYING GUIDE

Announcing THE NEW

"QUINTUPLETS"

Holding The Spot-Lite of Nation-Wide Interest---This Remarkable Five Game Series Starts with "HIT or MISS"

SIZE
14⅜"
x
25¼"

and starts as no other game in the history of the Coin Machine Business has ever done before. The product of over a year's careful planning—hundreds of ideas tested, accepted, or rejected—the "QUINTUPLETS" —five in all, with "HIT or MISS" leading off—will bring UNLIMITED SUCCESS to those in the Operating Business.

Meet Every Location Demand---

No floor space too large—No counter too small for "HIT or MISS." Does not compete with your present location equipment when set on the counter—a Rich Profit Performer when placed on the floor. Drug Stores, Cigar Stands, Taverns, Confectioneries, Cafes —every location welcomes the arrival of this marvelous idea in Profit-Proven Games. . .

Playing Principles Quick---Better!

Players pile up ball after ball in Twin Alley-Ways to 'HIT' or 'MISS' the issue at stake. A Light Flashes—a 'HIT' means Thousands— a 'MISS' is as good as a mile! SEE it— PLAY it—You'll HIT if you do! Priced low at $24.50 F.O.B. Chicago.

For
F
L
COUNTER OPERATION
O
R

Write — Wire — Send in Your Order for IMMEDIATE DELIVERIES!!

PACIFIC
AMUSEMENT MFG. CO.

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CHICAGO, ILLINOIS

Decide! ACT TODAY!

SPEEDY DELIVERIES FROM LOS ANGELES DIRECT —

1320 SOUTH HOPE STREET
LOS ANGELES, CALIFORNIA

PACIFIC COIN MACHINE REVIEW for June, 1935. Vol. 2, No. 12. Published monthly at 1113 Venice Boulevard in Los Angeles, California, by Paul W. Blackford, editor and publisher. Subscription rate: $1.00 per year, 25c per copy. Acceptance under Act of June 5, 1934, authorized March 2, 1935.

For PROGRESSIVE OPERATORS...

"CHAIN-A-LIGHT"

from Coast to Coast---Everywhere---The Mightiest of All-Time Pacific Winners---

CHAIN-A-LIGHT is Destined to Return a Million-Dollar Profit Purse to Thousands of Operators!

Based on bona-fide earnings in Test Locations — "CHAIN-A-LITE" is, without question, the Outstanding Game of Combined Ball Animation and MOVING LIGHTS in the industry today. Thousands of Operators will see "CHAIN-A-LITE" and play it. Thousands of Operators will seize the Prize Locations in every territory, and share in the Wealth of Earnings that "CHAIN-A-LITE" is sure to provide. . . GET YOUR SHARE by putting "CHAIN-A-LITE" on location TODAY! A Valuable Investment at.....$49.50

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SIZE 20"x40"

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Famous NEON Light-Up Game—

You need but witness the surging crowd of customers continuously playing "NEONTACT" — to decide that "NEONTACT", with its Big NEON Light-Up Awards is a Sure-Fire WINNER. Write for PROOF and Full Details — To save time, and earn more money — Order at once at this New Reduced Price $56.85

Write — Wire — Send in Your Order for IMMEDIATE DELIVERIES!!

PACIFIC
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CHICAGO, ILLINOIS

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LOS ANGELES, CALIFORNIA

Monthly Bulletin

SOL GOTTLIEB COMPANY

1347 W. Washington Blvd., Los Angeles, Cal.
Local Phone — PRospect 3351 Long Distance — PRospect 6957

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All in Stock, Ready for Immediate Delivery
New Games are listed in RED and Price is F.O.B. Chicago unless otherwise indicated.
All Used Games have been Reconditioned and are Guaranteed and when only one of a number is in stock price subject to prior sale
All Used Game Prices are F.O.B. Los Angeles

LARGEST ASSORTMENT on the COAST

A

Action, 46"	$22.50
Airway	4.00
Army & Navy	15.00

B

Baffle Ball, Jr.	2.50
Baffle Ball, Sr.	5.50
Barrel Roll	42.50
Beacon	26.50
Beam Lite	32.50
Big Game Hunter	22.50
Blue Streak	17.50
Broadcast, Jr.	3.50
Broadcast, Spec.	5.50
Broadcast, Senior	8.50
Brokers Tip	4.50
BUILDER UPPER	44.50
Bullet (Counter Payout)	19.50

C

Castle Light	22.50
Cavalcade	32.50
Century	4.00
CHAIN-A-LITE	49.50
Checkers (3 in one)	27.50
Chevron (Counter Game)	12.50
Chicago Express	35.00
Clover Leaf, Reg.	3.50
Clover Leaf, Auto. Pay.	9.50
Contact, Baby	8.00
Contact, Junior	13.50
Contact, Master	12.50
Contact, Senior	10.00
CRAZY LANE, F.O.B. L.A.	54.75
Criss Cross, Plain	17.50
Criss Cross, Lights	27.50
CYCLONE	72.50

D

DIVIDER, F.O.B. L.A.	39.50
Drop Kick	16.50

F

Five Star Final, Jr.	2.50
FLASH	67.50
Fleet	7.50
Flying Trapeze, Jr.	22.50
Flying Trapeze, Sr.	27.50
FRISKY	39.50
Forward Pass, Jr.	12.50
Forward Pass, Sr.	10.00

G

Gateway, Jr., L.A. Built	10.00
Gateway, Sr., L.A. Built	15.00
GATEWAY, Exhibit Ticket	97.50

H

Hi-Lo, L.A. Built	22.50
Hit Me, L.A. Built	32.50

I

Impact	$17.50

J

Jack Rabbit	12.50
Jennings Football	12.50
Jig Saw	4.00
Jockey Club	5.00

K

KELLY POOL, Jr.	44.50
KELLY POOL, Sr.	52.50
KINGS OF THE TURF	48.00

L

Lite-A-Line (Skill Board, 3 Chutes)	50.00
Lightning	12.50
Live Power	15.00

M

MATCH PLAY, Auto. Pay.	87.50
Marble-Jax	7.50
Majestic, Jr.	3.50
Majik Keys Kicker	12.50
Major League 44" Ptd. Plate	15.00
Major League, Raised Plate	17.50
Marble Parade	12.50
Mills Official (with Marble Jax Unit)	9.00
Merry Go Round	12.50
Mills Professional	15.00
Mystery Six	12.50

N

Neontact, L.A. Built, Triple Banking	40.00
NEONTACT, Chicago Built Single or Triple	57.50
NUMBERS, Cal. Games	48.75
NUMBERS, Insert	18.50

P

Pontiac	10.00
Pro Eleven	22.50
Push Over	7.50
Pig Skin	22.50

Q

QUICK SILVER	67.50
QUINTUPLETS (1st edition) "Hit or Miss"	24.50

R

Rebound, Sr.	29.50
Rebound, Jr.	25.00
Register, Jr.	12.50
Register, Sr.	17.50
Relay, Jr.	5.00
Relay, Sr.	12.50
Rocket	27.50
ROTOLITE	59.75

S

SINK OR SWIM	$39.50
Star Lite	42.50
SPOT LITE	47.50
SHOWDOWN	47.50
Score-A-Lite	22.50
Signal	17.50

T

TICK-A-LITE	49.50
TRAFFIC "A"	99.50
TRAFFIC "B"	94.50
TRAFFIC "C"	49.50
TWENTY-ONE (21) Rock-Ola	39.50
Time	25.00
TOTEM Counter Ticket	24.95
Triangle	25.00
Turn Table	22.50

W

WHIRLPOOL	94.50
Wild Cargo	17.50
World's Series	4.00

MISCELLANEOUS

36", 44", 60" Los Angeles built games. Some rebuilt. Prices $5.00 to $10.00 each. Full information supplied on request.

COUNTER GAMES

Big Six Dice Game	$ 8.50
Deuces Wild	1.00
Darby	27.50
Exhibit's Games:	
Horseshoe, New	13.50
Selectem, New	13.50
I.O.U., New	13.50
Sweet Sally, Used	6.50
Gypsy	6.00
Hit Me with Jackpot	5.00
HOLD AND DRAW	29.50
Jennings Little Merchantman	15.00
Keeney's Majik Clock	2.50
Marblo	11.00
Official Sweepstakes, No Vendor	6.00
Penny Ante	4.00
Puritan Bell	5.00
REEL AMUSEMENT Master Ball Vendor with Automatic Payout Gold Award by Norris Mfg. Co.	32.50
TURF FLASH by Groetchen	32.50
Zig Zag	9.00

"SLOTS"
ALL TYPES BOUGHT, SOLD, EXCHANGED

Your Old Machines Have a Trade-in Value With Us

PAUL W. BLACKFORD
Editor and Publisher

Pacific Coin Machine
Review

25 Cents Per Copy — One Year . . . One Dollar

Publication Office:
1113 Venice Boulevard
FItzroy 8269

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Coast Show Seen as Boost for Operators

Iowa Ops Name 1936 Officers

DES MOINES, Iowa—Re-election of C. H. Robinson of Des Moines and his incumbent staff and approval of the National Operators' Association five-point program marked the first anniversary meeting of the Automatic Merchandisers' Association of Iowa, attended by more than 60 members at the Hotel Savery here May 25th.

Officers named with Robinson include C. A. Wittern, Des Moines, first vice-president; Forrest R. Rook, Marshalltown, second vice-president; Fred K. Chandler, Des Moines, secretary; Lee Arnold, Boone, treasurer, and M. F. Smith and W. I. Collins of Des Moines as directors in addition to the above officers.

R. T. Young, chairman of the national association's organizing committee, was present from Ohio and outlined the national program as follows: 1—Organize every State. 2—Combined industrial group representing manufacturer, jobber, operator and trade publisher. 3—Per capita levy at source of manufacture, prorated among organized state groups and national body. 4—Legislative program. 5—Establishment of professional rating and creation of wholesale prices for bona fide operators instead of present retail prices by which operator and location pay the same price.

Following indorsement of this program, the meeting was given over to a vaudeville entertainment, with Tom Dyer as master of ceremonies. President Robinson and Secretary Chandler were presented with auto radios in appreciation of their services.

●

Two Sportlands Open At Ocean Park, Calif.

OCEAN PARK, Calif.—L. A. Neiburger is operator of two sportlands which recently opened on the amusement pier here. Each is well equipped with latest model pin games and digger machines, with an ample display of merchandise. Neiburger selected good spots for his concessions and looks forward to a continuous good play during the summer.

●

From Windy City

L. H. Vaughn of Chicago is setting a fast pace for the boys to follow and probably has some good ideas to send in to THE REVIEW soon.

● Exterminate the Pest ●

National Leaders In Eastern Tour

PROVIDENCE, R. I.—At a state gathering of coin machine men here May 17th, Ralph T. Young of Norwood, Ohio, chairman of the organization committee of the National Association of Coin Machine Operators completed the first leg of an eastern tour of state organizations.

Young started the swing May 10th at Baltimore, and his itinerary included Philadelphia May 11th, Newark, N. J., on the 12th, New York on the 13th and 14th, and New Haven, Conn., on the 15th and 16th.

He announced that Ohio operators would appeal to the State Supreme Court after the Court of Appeals had sustained the lower court in denying the operators right to sue the state liquor board. The latter body has ruled against pinball games in locations having liquor licenses.

July 5

is the closing date for the 2nd Anniversary Issue of

***The* REVIEW**

●

All copy and cuts intended for the July number must be in Los Angeles by July 5.

Big Event Aids Their Prestige

LOS ANGELES—Operators throughout the West are looking forward to the annual Pacific Coast Coin Machine Exposition, to be held here in September, as an event which will gain public recognition of the coin machine industry as a valuable and legitimate enterprise in the entertainment and service fields.

While leading magazines and newspapers throughout the country are favorably publicizing the industry's efforts to raise its standards, the operators believe that it takes an outstanding event of the magnitude of the Coast Show to impress the public with the importance of the services rendered by coin-controlled equipment.

Attracts Wide Attention

In arranging to stage the exhibit at the Ambassador Hotel, the finest in luxurious appointments and convention facilities in the West, the show committee realized that this feature alone would attract favorable attention in newspapers and, in turn, of the many business men, location owners and others, with whom the operators come in contact. In addition, a gathering of operators, jobbers and manufacturers such as is to be held at the Coast Show will impress legislators that they are dealing with bona fide business men when they enact laws which license and protect coin machines.

The exposition will be held September 9, 10 and 11th in the Ambassador Auditorium, a huge display hall in which 150 booths will be arranged amid elaborate decorations and startling lighting effects throughout the 30,000 square feet of floor space. The auditorium adjoins the hotel in the center of a 22-acre park which is convenient to down-town Los Angeles but just out of the congested traffic area.

Sizzling Entertainment

The hotel, of course, will be the center of activity for operators' meetings, conferences, and social affairs. Use of the Ambassador's private theater, with its leather divans, and other conference rooms, has been reserved for coin machine men for the duration of the show. In addition, there will be dinner parties in the famous Cocoanut Grove, where two world-renowned dance orchestras broadcast nightly and film stars mingle with the smart set. Many gay groups will gather at the tables and elaborate bar of the Tzigane Room to cement friendships over tinkling glasses, or

(*Continued on Page* 108)

Now is the Time to Trade in Your Old Machines!!! Thirty (30) Coin Slots to Take in the Nickels, Dimes, and Quarters, Make

The Winner of 1935

TURF FLASH

Send for Circular

The Very F-A-S-T-E-S-T Counter Horserace Game Ever Created

READY FOR DELIVERY—$32.50 f.o.b. San Francisco

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OUR SIXTH YEAR
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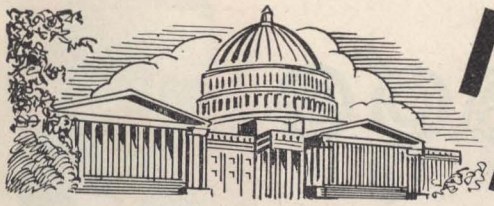
EINAR WILSLEV
President
Res. Phone: UN-3852

References: Dun-Bradstreet's or The Review

All Machines and Merchandise Warehoused in San Francisco



National News Notes

More good news from Texas, on top of the passage of the coin machine bill and the recent acquittal of the first of 16 cases of lottery in connection with the operation of pin games is a second acquittal, that of Leslie Frankrich, who won a jury decision in his favor in Fort Worth May 4th. Looks like the officials might quit wasting the public's money on these cases now that the new law has been enacted.

Stoner & Kohn have opened a new Chicago sportland, called the Playland, at 6 North Dearborn Street.

When the home baseball team hits a losing streak it is reflected in the business done by pin games, says Jack Katz, Detroit operator. Jack blames the Detroit Tigers for the let-up in baseball interest and a consequent falling off in pin game play at locations where baseball radio reports are broadcast.

Harry Hurvich of the Birmingham Vending Company down in 'Bama is being congratulated, along with the Missus, on the birth of a daughter. And in addition, Harry and brother Max are celebrating their firm's jubilee this month with the official opening of their new three-story building.

Jimmy Stelle and H. H. Norton have enlarged their Dallas showrooms to include the entire corner building at Louisiana and Leland Streets.

From Chicago comes word that Ken C. Willis of the Neutron Amusement Corporation of Dallas was on a visit to the Chicago plant of the Pacific Amusement Manufacturing Company recently.

Possibility of strengthening the Metropolitan Skill Games Board of Trade in New York by reorganization is being studied.

Use an old marble game for a bank! That's a new wrinkle for encouraging children to be thrifty and at the same time give them fascinating entertainment, and it's being worked out by Dingy Hoffman of the Chicago Amusement Games Company. Dingy is giving worn-out games to parents to remove the machines from competition with new games, and at the same time might be encouraging the development of future pinball experts. Who knows?

• In Perfect Form •

One of the participants in the Olympic stars water carnival that will entertain visitors to the 1935 Pacific Coin Machine Exposition during one of the afternoons of the show.

Texas is going great on sportlands. Fay Hammond has opened one in a Dallas suburb, Oak Cliff. Rolfe Stanley, Houston distributor, has a new sportland in that city at 3315 Main Street.

Another editor points a mocking finger at those who oppose pin games, and defends slot machines as less dangerous than automobiles. This editorial comparison was made in the *Decatur* (Ill.) *Herald*.

More news from Texas, to the effect that Mr. and Mrs. D. E. House have opened the Southern Vending Company in Dallas, coming from Atlanta; that S. H. Lynch of the Electro Ball Company is on a business trip to Oklahoma, and that you may be hearing about a new game on which C. M. Harkness of San Antonio has been working.

Sachs & Siebering, pioneer sportland operators of New York City, have opened a restaurant and cigar counter in connection with their third new sportland at 737 Broadway.

Formation of a state operators' association for Pennsylvania is a prospective development of the near future, with a discussion of state organization plans featuring the recent operators' meeting in Pittsburgh.

Texas coin machine men are reporting a business comeback, with the Rangers not molesting pinball games of any type. Local officers have occasionally picked up certain games, but operators are now adhering to strictly legal equipment.

Business has been increasing so rapidly for the Union Novelty Company in St. Louis that Jack Rosenfeld, head of the firm, has acquired a large parking lot adjoining the display rooms to accommodate the number of operators who call.

A full-page advertisement weekly in his neighborhood newspaper is planned by Nat Wechsler as a means of increasing public interest in his Yorkville, N. Y., Sportland.

Joseph Fishman, director of the Amalgamated Vending Machine Operators' Association of New York, and Benjamin H. Haskell, attorney for the Empire State Skill Games Board of Trade, are making a pre-convention tour of local units prior to the state convention.

Tie-in with some of the largest department stores in New York City for the redemption of merchandise coupons awarded skillful players in the Riverside Sportland is being arranged by Simon Brothers, sportland owners.

Calvert Novelty Company of Baltimore has outgrown its former location and is now located in larger quarters at 213 East Mount Royal Avenue. S. R. Anderson and O. L. Nyberg are heads of the firm.

Following a favorable court decision, Police Chief Michael J. Flynn of Belleville, New Jersey, has announced that pinball games on locations will not be interfered with. One of the first operators to take advantage of this ruling was Clarence Harvey, who placed a large quantity of games.

Licensing of pin games by the state and subsequent confiscation of some licensed games by law enforcement officials has created some misunderstanding in Arizona since the passage by the last legislature of a bill to license pinball.

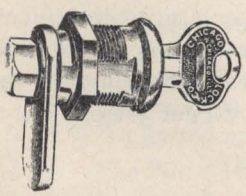
You can't keep a good showman down, and that's the case with Schork & Schaffer, who are featuring a Flea Circus at their New York sportland.

Then there's the Chicago sportland for theatrical folks only, recently opened on the fourth floor at 36 West Randolph Street by Hadji Ali, Dave Goodman, Al Lubin and Chick Cicone.

That "pinball" is becoming a popular term to describe marble games is indicated by use of the word in news dispatches of the *New York Herald Tribune* and other large dailies.

In line with increased publicity being given to sportlands is the advertising

(*Continued on Page* 12-B)



COIN CHUTES and LOCKS

Don't Miss Seeing Our

New *Extra Heavy De Luxe*

VISIBLE COIN CHUTES

Write or Call for Prices

IMMEDIATE DELIVERIES FROM STOCK ON HAND

ROLAND E. LOOP

Factory Representative

815 E. Washington Blvd. PR. 3647 Los Angeles

The Review's Editorial Page

PERTINENT POINTS FROM THE PEN of PAUL W. BLACKFORD

Player Appeal Depends on Simplicity

DO YOU suppose that pin game manufacturers, in their competitive efforts to produce a game that is unique, are losing sight of the fact that simplicity is the first principle in the creation of player appeal?

Of course, we all like to figure things out for ourselves. We have a natural sense of curiosity—as long as it doesn't cost us anything. But when we are in the mood for recreation we like to enjoy it with as little mental effort as possible. That's why it is recreation for us.

A person with some carefree time at his disposal will naturally turn to a handy pin game for enterment, but certainly he doesn't get as much kick out of it if he has to waste time and maybe half a dozen nickels merely trying to understand a complicated array of gadgets. More than likely if the first thought that comes into his mind is "What's it all about?" he won't even play. On the other hand, if the prospective player can see at a glance how the game is played, he is able to start in with his first shot to concentrate on a skillful attempt to make a winning score. About the only ones who bother to figure out complicated playing fields are the "skill sharks"—the professional players. The average players who try these puzzle games pass them up after one or two attempts, perhaps without even noticing some of the trick shots that can be made if they have the patience to find how to make them.

Mentioning the significance of simplicity in game design reminds me of the experience of a toymaker from Vienna. This man, an expert at his craft, took a toy he had designed to the head buyer for Woolworths. The buyer expressed his interest but could not see how it was operated. Asked to explain the mechanism, the toymaker said that a set of instructions would be pasted on each toy.

"That's a clever toy; we would like to stock it," said the buyer, "but its sales possibilities are cut if instructions are necessary. In selling an item at such a low price, how to work it must be apparent to the customer the moment he sees it. You go back and work on some new ideas for toys that do not need instruction sheets. Then we'll talk terms."

This is a true incident and actually happened in New York a few years ago. The Viennese toymaker is now head of the Kramer Manufacturing Company in Los Angeles.

If simplicity is such an important psychological aspect in the sales of low-priced toys, certainly it is worthy of thorough consideration by pin game manufacturers who are providing low-cost entertainment for a public whose buying reactions are the same in both instances.

Manufacturers and designers of pin games are notoriously poor judges of their own games. They are so intent on devising something different and so absorbed with experimenting to perfect their ideas in a workable unit that naturally they are unable to view the finished job through a player's eyes. They must depend on the reactions of someone not acquainted with the construction of the game.

Simplicity was a feature that made such a success of Contact, a game which was readily understandable but which did not suffer any loss of interest merely because players "got the hang of it" quickly. On the contrary, Contact enjoyed a long life chiefly because the player's easy familiarity with it encouraged repeat play.

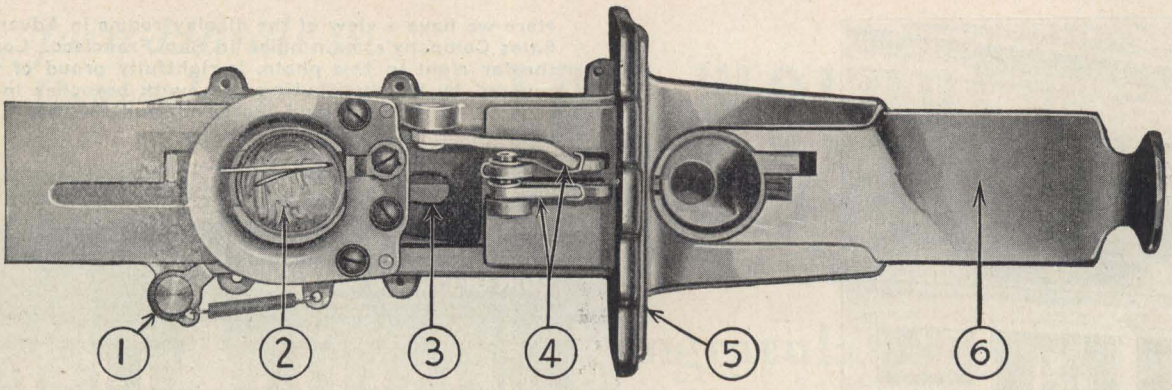
Since that time there have been several games with more fascinating action and more complicated arrays of kickers—games the players undoubtedly would enjoy but for the fact that they had to **learn** to play. Learning to play a five-cent game is just too much effort.

●

MOTION picture exhibitors, panicky because there is more money in circulation now than in several years past yet their box offices are drawing little of it, will find that a large portion of this steady flow of coins is being diverted through the cash boxes of pin games.

PACIFIC COIN MACHINE REVIEW, Paul W. Blackford, editor and publisher. Publication office: 1113 Venice Blvd., Los Angeles, Cal. FItzroy 8269. Chicago office: 35 East Wacker Drive, CENtral 1112, C. J. Anderson, manager. New York office: 441 Lexington Avenue, Ralph P. Mulligan, manager, Vanderbilt 3-5399. SUBSCRIPTION RATES: $1.00 per year, $2.00 for 3 years, 25c per copy. Published during the first week of each month.

92% OF ALL THE COIN MACHINE MANUFACTURERS USE A. B. T. COIN CHUTES



1. Ratchet Dog controls slide to full extent of operating stroke, 1 1/16 inches. Prevents jamming, cheating.
2. Last Coin Played is always plainly in sight. Directly visible from above. Makes cheating impossible
3. Extra Heavy Duty Magnet gives absolute protection against all steel slugs.
4. Two Special Dogs prevent use of "Texas Slugs," perforated washers, smaller coins, slotted pieces.
5. Sturdy, handsome Face Plate, of size suitable for any machine. Rigid against loosening by hardest usage.
6. Slide of heavy brass lastingly nickeled. Handsome, sturdy and guaranteed to give maximum service.

Operators! Demand A. B. T. CHUTES

Patented Safety Features No Other Chute Can Give

Manufacturers who use A.B.T. Coin Chutes on their machines are GOOD MANUFACTURERS from whom to buy. Use of an A.B.T. Chute proves that a manufacturer has the OPERATOR'S welfare at heart. There are CHEAPER chutes on the market, which the manufacturer might buy—but NONE with the REPUTATION for absolute RELIABILITY enjoyed by A.B.T. Chutes.

The very fact that 92% OF ALL COIN MACHINE MANUFACTURERS use A.B.T. Chutes proves superiority over ANY AND ALL competition. The coin chute is the heart of the machine, the watch dog of the cash box. A.B.T. Coin Chutes are an ABSOLUTE GUARANTEE against clogging and jamming. Many PATENTED features, EXCLUSIVE with A.B.T., guard against use of slugs, wedges, and all other forms of cheating.

The No. 310 SUPER VISIBLE Chute shown above is A.B.T.'s latest model. The LAST COIN played is always plainly VISIBLE from a direct down view. The coin cannot be shaken nor jarred from its position in plain sight. Players will NOT attempt to defraud with this chute on guard.

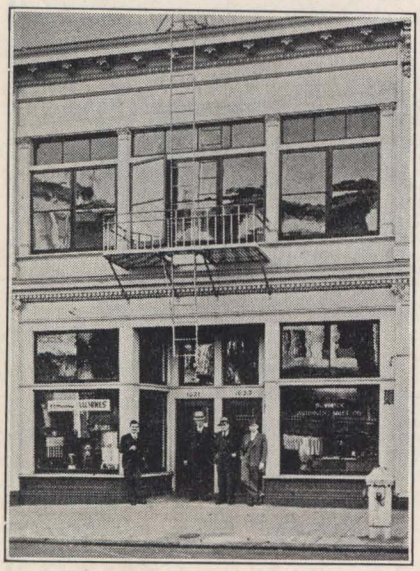
Give YOUR coin machine business to the MANUFACTURER who gives YOU A.B.T. Chutes. 92% OF ALL MANUFACTURERS USE THEM. Wise operators will want the ACKNOWLEDGED best—A.B.T. Coin Chutes.

A. B. T. MANUFACTURING COMPANY

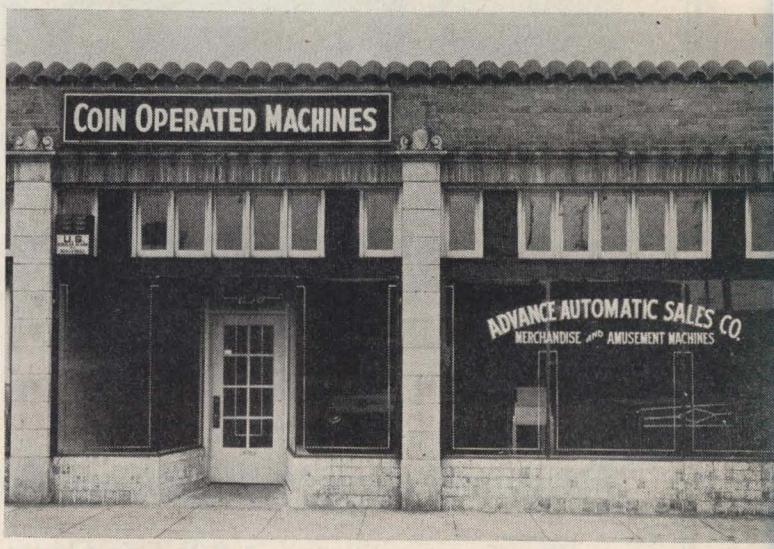
3311-19 Carroll Avenue **Chicago, Illinois**

Advance Covers the Coast

Here we have a view of the display rooms in Advance Automatic Sales Company's main office in San Francisco. Lou Wolcher, at the far right in this photo, is rightfully proud of wide territory covered by his distributing firm, with branches in Los Angeles, Oakland, Portland, and Seattle.



From this main office at 1021-23 Golden Gate Avenue, San Francisco, is directed the coast-wide organization of the Advance Automatic Sales Company. Lou Wolcher, head of the firm, is shown in front of his new building, entirely occupied by Advance.



ABOVE we see the new Los Angeles branch of Advance, located at 1150 West Washington Boulevard in a prominent spot on "coin machine row." M. H. Sanders, manager, has been so busy filling orders the past two months that the operators will take his samples if they get a chance, and he has had a hard time protecting his complete stock of demonstration machines from the eager ops.

BELOW is a view of the recently enlarged quarters of the Western Distributors, Incorporated, in Seattle, which was merged with Advance to give the organization one of the largest and best known distributing chains in the country.

BELOW is the Portland office of the National Amusement Company of Oregon and Washington, recently affiliated with Advance to become the Portland link in the firm's coastal chain. R. M. Arnold, Jr., is manager.

SINK OR SWIM SINK OR SWIM SINK OR SWIM

The Largest Jobber in New York...

SUPREME VENDING CO.

and The Largest Jobber in the Middle West

GERBER & GLASS DIST. CO.

Join Hands in Extending To

LOU WOLCHER

● *The Largest Jobber on the West Coast*

Congratulations

on the Opening of his 4th Office located in Los Angeles at 1150 Washington Boulevard

On the High Seas this Signal Stops Everything. It Means—

SINK or SWIM

Very Low Priced at Only

$42.50

F.O.B. any Jobbing House on the Coast

Now don't get us wrong — we don't say that if you don't operate SINK OR SWIM you'll be sunk. BUT we do say that with this fascinating new light up game your profits will swim to a higher level than you ever dreamed possible. Without a doubt, it's the cleverest light up game we've seen in a long time — we know you'll go wild over SINK OR SWIM'S new reverse lighting action. How about it boys — SINK OR SWIM!

Get In Touch With the Nearest Office of

LOU WOLCHER

LOS ANGELES	SEATTLE	PORTLAND	SAN FRANCISCO
1150 W. Washington St.	3126 Elliott Ave.	1606 N. W. 23rd Ave.	1021 Golden Gate Ave.
Advance Automatic Sales	Western Dist., Inc.	Western Dist., Inc.	Advance Automatic Sales

5000 Years Back Of 'Planetellus'

CHICAGO—According to Ray Moloney, president of Bally Manufacturing Company, the new Planetellus machine has been in the process of development for more than 5000 years. "And this," Ray insists, "is literally true, for the most important feature of Planetellus—the reason why it attracts all classes of people, why it gets a constant repeat play and takes in big returns weekly—is the amazing accuracy of the readings, which, in turn, is due to the fund of astrological knowledge which has been piling up for the past fifty centuries."

"Astrological records dating back to 3102 B. C. have been found in India, and from that date to this the human race has never lost its interest in the mysteries of the Zodiac. Countless people place absolute faith in astrological character analysis and forecasts, and even those who do not believe in Astrology find it intensely fascinating and entertaining. Planetellus utilizes the findings of astrological scientists through the ages and delivers an individualized, personalized reading for any birthday in the year."

●

N. Y. Licensing Halted Pending Appeal Case

NEW YORK—Licenses on pin games are being held up here pending settlement of the appeal case. License Commissioner Paul Moss explained that his department had been criticized for issuing licenses until the operators' case is decided.

L. A. Cigarette Prices Down

LOS ANGELES—Eleven cents per pack is the price standard brands of cigarettes are now being offered for in the major chain drug stores throughout the city.

Slash in prices started on the same day of the Supreme Court decision ruling the codes unconstitutional. Previously cigarettes had been retailing at straight 15c or two packs for 25c.

If the practice continues it will no doubt cause a serious inroad on the business of selling cigarettes through automatic equipment at 15c per pack.

Husband—"Wasting her time with the iceman, and we owe the grocer eight dollars!"

Review Coverage Gratifies Evans

CHICAGO—Officials of H. C. Evans & Co. were exceptionally gratified by the response from recent advertisements on Kings of the Turf in THE REVIEW and other publications for the coin machine industry. John McMahon, sales manager of the Evans organization, reports that they have received many letters from jobbers and distributors in all parts of the country thanking the company for this outstanding publicity on the game.

Kings of the Turf, they say, has been well worth waiting for, and they are shipping the games out as fast as they are received from the factory.

Kings of the Turf is said to be a pin table that will have an exceptionally long life. Four horses cleverly race around a track. They are advanced by dropping the balls into the various skill holes on the board. Several award systems have been devised to suit the requirements of the locations.

Kings of the Turf embodies many new mechanical and electrical features. The game has a new electrical automatic ball counter that indicates the number of balls played. Another feature devised for the comfort of players is a rubber snubber on the coin chute. These and other devices are responsible for the Evans claim that Kings of the Turf is one of the most precisely tooled games ever made.

●

Canada Note

Eldridge Gouthro, Jr. reads THE REVIEW to keep his operations up to the minute in New Waterford.

. . . it's here

TURF FLASH

1935's Proven Bonanza for Operators

- 30 Coin Chutes to take in Quarters, Dimes, Nickels, and Pennies!
- Fastest Counter Racehorse Game ever produced!
- Greatest little money-maker ever offered to Operators!
- Win, Place and Show odds register on every race; as many as six pay-offs possible!
- Comes Equipped with Ball Gum vending attachment that makes TURF FLASH legal everywhere!
- Precision-tooled, mechanically perfect and good for years of profitable performance!
- Built by Groetchen—your assurance of its dependability and tremendous earning power!

$32.50
Operator's Price
F. O. B.
Los Angeles

See It Today at Our Showrooms

E. S. MITTENDORF

1354 W. Washington Blvd. PRospect 4912 Los Angeles, Calif.

Distributor for Groetchen Products in Southern California, Arizona, and Nevada

Turf Flash

First. Gin Buck, $7.00 $4.00 $2.00 **Second.** Mad Career, $4.00 $2.00 **Third.** Golden Way, $2.00

FLYING HOOFS THUNDERING DOWN THE HOME-STRETCH --CHEERS--SHOUTS--FROM THE EXCITED CROWD--A NECK TO NECK FINISH--SUSPENSE--and then the ANNOUNCEMENT OF THE WINNER.

TURF FLASH

captures this breathless excitement — it brings the thrills — the hopes — the heart throbs of Horse Racing to every location in America.

Insertion of coin starts ten Horses running —round and round the track they go—10 seconds — and three horses will finish as **First—Second—**and **Third.**

First **Azucar** may come in first, next time **Mad Frump** may finish first, to be followed by **Gusto.**

A new Line-up of Horses every time—now you pick the winner—then you don't—the horse you picked to win, finishes third—Shivers run down your spine — here is a game which grips your imagination as if you were at the track—it's **Turf Flash**—the priceless Counter Game.

Once the "Sport of Kings"—today Horse Racing has Millions of Fans in America. Thousands and thousands attend the track events every day; yet it is estimated that 67 persons "play the ponies" at Bookmakers for every person who watches a Race from the track. Millions of Dollars change hands, are bet, won or lost on the Horses, it's the most thrilling sport in America.

TURF FLASH BRINGS THIS THRILLING SPORT TO EVERY LOCATION -- Its Player appeal -- Its fascination -- Its lure is irresistible -- Its Profits will surprise you.

Ride with Turf Flash

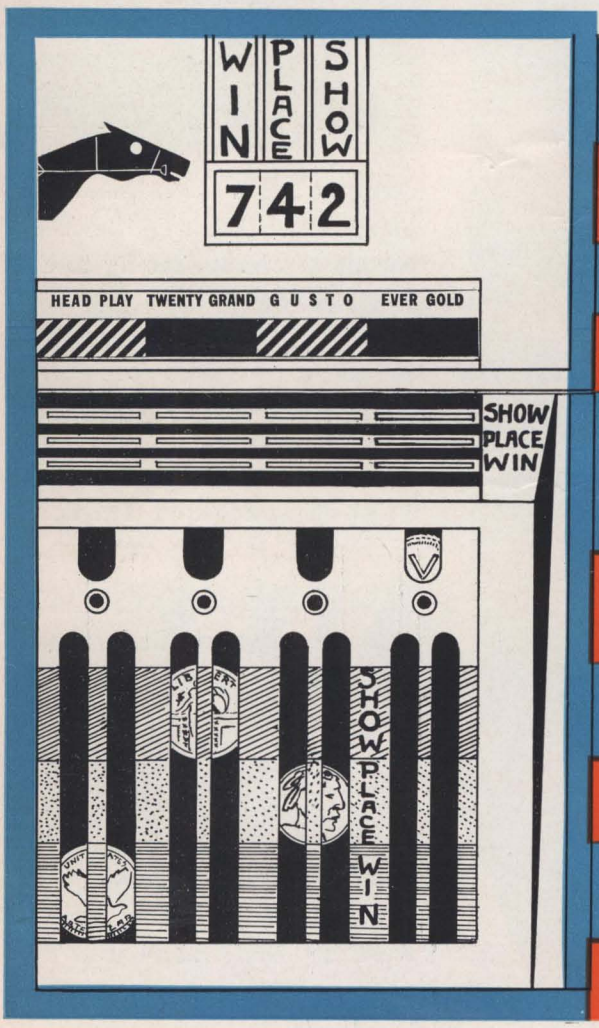
To Greater Profits

Turf Flash is the only Coin Machine permitting several players to play Horses at the same time to Win, Place or Show.

AS MANY AS SIX PAYOFFS POSSIBLE EACH RACE. By Betting a winning Horse across the Board, Player receives Win Odds, Plus Place and Show odds, second Horse pays Place and Show Odds, Third Pays Show Odds. At every Race, Turf Flash takes in from 3 to 5 coins.

EARNING REPORTS. Turf Flash took in $17.95—two days, paid out $8.20. Gross receipts $37.20, paid out $19.40. Within nine days took in $65.85, paid out $34.60 (Names quoted on request).

Steadiest Money Maker—Good for Years to Come



How It Works:

Insertion of Coin in slot above handle sets Horses and Odds Reel in Motion. Positive Pneumatic Action stops Wheels on the Dot—prevents Manipulation.

Odds change every Race. They range from 15-8-5 to 2-1-1. Correct percentage assures satisfactory payout. Extra strips for change.

Ten Leading Horses with Colors of their Stables shown across Front of Machine.

30 COIN SLOTS ACCEPT PENNIES, NICKELS, DIMES AND QUARTERS

Three Coin Slots for Each of the Ten Horses allow the insertion of several coins each Race. A Horse can be played "across the Board" by dropping one Coin each in "Win, Place, Show" slots. One, two or more Horses can be betted on at the same time.

All Coins inserted are held by row of plungers until finish of Race, when they drop to their relative positions, indicating on what horses bets have been placed.

25 cents have been wagered on **Twenty Grand** to "Show". Will pay 2 for 1 if **Twenty Grand** comes in First, Second or Third.

A Nickel has been bet on **Gusto** to "Place". Will pay 4 for 1 (20 cents) if **Gusto** comes in First or Second.

25 cents has been bet on **Head Play** to "Win". Will pay 7 for 1 only if **Head Play** finishes First.

All of above coins drop into Cash Box at next Play.

SPECIFICATIONS:
Size: 15″ wide, 12″ deep, 14″ high. Black wood cabinet, steel door, aluminum front. Weight 35 lbs.

TURF FLASH IS EQUIPPED WITH BALL GUM VENDER

Rush Your Order

Operators Price **$32.50** F. O. B. Chicago

PACIFIC COAST DISTRIBUTORS:

VIKING SPECIALTY CO., . . . 632 Polk Street, SAN FRANCISCO, CALIF.
NATIONAL AMUSEMENT CO., . 1481 W. Washington, LOS ANGELES, CALIF.
E. S. MITTENDORF, ... 1354 W. Washington, LOS ANGELES, CALIF.

Some Observations After 22 Years Of Operating Scales

An Interview with J. J. SHALDA, Manager, Pacific Peerless Weighing Machine Corp.

WEIGHING machines as a source of amusement are a thing of the past. No longer are people curious to see how close a scale will come to guessing their correct weight; they want an accurate measurement in return for their money.

The American public is very nervous—anxious to be "on the go;" the successful operator of scales, therefore, must understand this mob psychology in order to provide weighing service where it is wanted and not merely set up a scale where it looks well as an ornament.

Generally speaking, scales do the biggest business where people eat and drug stores. As a rule, outside locations are better than indoors.

The larger scales are regaining their former popularity.

These are some of the observations of Mr. J. J. Shalda, manager of the Pacific Peerless Weighing Machine Corporation, a man who has been affiliated with this organization for 22 years. His firm, a subsidiary of the only national scale operating company in the United States having service branches in the key cities, operates more than 4000 pieces of equipment in five states, California, Oregon, Washington, Nevada and Arizona.

Early Days Recalled

Mr. Shalda, educated to be pharmacist, was attracted to the scale business by chance. Traveling West in his early twenties, he became acquainted on the train with a man who had shipped a carload of scales to Los Angeles. Their partnership formed the nucleus of the organization with which Mr. Shalda is now an executive. During the intervening years he has hauled equipment to locations with a horse and buggy, carried around heavy weights (or used his own weight) to check the accuracy of his machines, segregated pennies from filth in the coin boxes of old-type equipment, watched the busines grow to become one of the most important service branches in the coin machine industry, and continually has studied public reactions as concerned with the use and abuse of coin-operated scales.

He recalls the days when people considered scales as amusement devices, when they were arcade equipment. These machines operated on nickels and gave full value in entertainment, if not in service! Sometimes people would put in three or four coins just to compare their varying weights. This attitude was maintained during the pre-depression days when money was plentiful and people actually were looking for places to put their pennies. Scale cash boxes in those times frequently yielded nickels and dimes as well as pennies. But alas, observes Mr. Shalda, the public is sharper today. When a person puts a penny in a scale, he rightfully expects one cent's value—his accurately registered weight—in return.

Restlessness of the average American is reflected in the fact, according to Mr. Shalda, that scales get heavy use in locations where people have leisure time on their hands and naturally look for something to do while waiting. A scale at a streetcar transfer point will do well—because its presence suggests something to pass the time. A person may know how much he weighs but will put in a coin, or maybe more, to see if the scale is accurate. At a fair or amusement park, the people are not very weight conscious; there are so many other things to attract their attention that a person passes by a scale with the thought: "Oh, I can get weighed another time."

Diet Fads Affect Scale Use

After a meal, it is natural that a person should be conscious of his weight—which accounts for the popularity of restaurants and similar establishments as locations for scales. Women, especially, are frequent patrons of scales in these places, but usually weigh before they eat.

This point brought up the question of fads and their effect upon the operation of weighing machines. The 18-day diet of a few years ago, you will recall, made the feminine public (and you'll be surprised how many men, too) extremely weight conscious. And what was the effect, as recorded in scale collection reports? Mr. Shalda estimates the jump in receipts during the 18-day diet fad at approximately 20 per cent!

Weight goes hand in hand with health, and the public has come to expect a scale in every drug store. In fact, Mr. Shalda will tell you, this type of location is excellent and virtually every drug store *does* have a scale—of the coin-operated variety that pays for the floor space it takes up.

Outside locations generally are best, because scales in these spots are more likely to be free from counter attractions and are accessible to more people. Dressing rooms and waiting rooms are the exception in this instance, as well as certain locations in large department stores.

Ticket Scale Most Popular

The novelty of the smaller scales—the petite type—is wearing off and the larger scales are gradually regaining their former place in popular favor, Mr. Shalda believes. As a basis for this opinion, he cites the fact that the larger machine is more impressive and generates more confidence in its accuracy. People want to know *exactly* what they weigh, not just approximately, and for some reason or other they think that the large scale will give them a closer measurement than the small one — even though the two devices be equally accurate.

The most popular type of weighing machine is that which registers weight on a card. These scales give the patron a record of his weight on a certain date and encourage frequent checks from day to day because the printed card is a record and not just a memory. The cards have stimulated the use of scales to a great extent, and the most popular have photographs of film stars on the back, with a fortune-telling paragraph above the weight figure. In the larger locations, these cards are printed with the firm's name and possibly an advertising slogan to increase the scale's value to that location.

Mirrors are an important part of the modern scale because they improve the appearance of the equipment and serve as a natural lure to patrons. The mirror caters to the vanity of the individual and also provides an actual service.

Scale Operating Big Business

Regarding the operation of scales as a business, Mr. Shalda frankly qualifies his opinions as being those of an operator and not of a manufacturer or sales organization. He declares that the problems confronting scale operations make it difficult for the small man to succeed, although he points out that many are operating scales as a sideline to other types of equipment.

In the first place, he states, the cost of equipment is a factor that the operator must take into consideration as profits are judged by the return on the original investment plus maintenance and depreciation charges. Licensing and commissions are other significant items.

As in all branches of coin machine operation, there is more to this business of operating scales than merely placing machines and making collections. Scales are constantly being checked for accuracy by the bureau of weights and measures. Insurance must be carried to protect both the public and himself from the many risks to which the scale operator is subjected. Licensing varies in respective states and communities but is a constant factor.

Legislation Is Factor

Mr. Shalda brings out a vital point in the matter of taxation. He declares that "double taxation" is a problem with which all operators of vending and service equipment should be concerned. Scales and other equipment in licensed places of business should not be subject to further licensing, for, as he contends, the mode of distribution of any goods cannot be licensed and no premium should be paid on an article or service merely because of its mechanical means of distribution.

In his efforts to secure equitable licensing legislation, to which he devotes a considerable portion of his time, Mr. Shalda has found that in most instances timely intervention can achieve favorable results for the industry. After legislation has been enacted, the problem is increasingly difficult and sometimes insurmountable. But if

(*Continued on page* 46)

GUY LOMBARDO and ABE LYMAN, widely known orchestra leaders, caught by the camera playing the Mutoscope Electric Traveling Crane and Shoot-O-Matic, two popular machines which featured the amusement concession of Bill Beasley, veteran operator, at the Canadian National Exposition. Beasley reports this equipment is popular at fairs and carnivals, as well as on individual locations. He also operates the Mutoscope Magic Finger Merchandiser.

...WAIT

For GOTTLIEB'S

3 ALL-PURPOSE GAMES

● **No matter what the merchant's need may be, you can find the answer in the three new long-life games by Gottlieb**

LIBERTY BELL To increase play in established locations and to open new "restricted" territories, order Liberty Bell now. A ten-ball automatic pay-out game with a Vendor device that is legal everywhere. Vends mint package for each nickel..... **$87.50**

FIRE CHIEF The spectacle of the exciting intrigue of a jig saw puzzle in lights. A new and different fascinating pin game thriller. For a high-powered attention getter and money-maker, order Fire Chief now..... **$39.50**

BASEBALL GAME The most realistic baseball action ever incorporated in a game. The nearest thing to the real game...actual players run the bases, not balls or lights. Order this "big-league" profit-maker today.. **$49.50**

D. GOTTLIEB & CO.

2736-42 N. Paulina St., Chicago, Ill.

Northern California
Advance Automatic Sales Co.
1021-23 Golden Gate Ave.
San Francisco, Calif.

Southern California
Sol Gottlieb Co.
1347 W. Washington Blvd.
Los Angeles, Calif.

National News Notes

(*Continued from page 7*)

Byrde, Richard & Pound Advertising Agency announces the appointment of Ben Smith as director of its automatic department, succeeding to the position vacated by William Gersh when the latter was promoted to director of sales promotion.

Daniel Cristofano was elected to fill the vice-presidency of the Amusement Men's Association, Inc., at its recent New York meeting, when the sportland owners discussed affiliation with the Metropolitan Skill Games Board of Trade.

Meyer Gensburg of Genco, Inc., Chicago, visited the eastern distributors recently in the interests of a new baseball pin game. Among his stops were Pittsburgh and New York.

The French coin machine exposition attracted William Rabkin of the International Mutoscope Reel Company, who left New York for Paris and planned to visit S. Capaldi & Company in Edinburgh, Scotland, before returning.

When the Mills Brothers, Negro harmonizers, recently played a Harlem theater they dropped in for an entertaining visit at Charley Rubenstein's sportland.

In line with increased publicity being given to sportlands is the advertising streamer being carried by airplanes over New York baseball grounds at the instance of the Adler Shoe Company, whose products are in demand for premiums. The aerial banners read: "Play at Your Nearest Sportland."

W. W. Gross, owner of the Lehigh Specialty Company of Philadelphia, announces the firm's removal to larger quarters at Second and Green Streets.

Appreciation of the Truedeau Sanitarium at Saranac Lake, N.Y., and the Bowe Memorial Hospital for donations of obsolete pin games for the entertainment of patients by Al Schlesinger, Poughkeepsie jobber, has been expressed by officials of the two institutions.

Additional recognition for pinball as a leading American indoor sport is expected to result from the publication of articles on this popular amusement device in forthcoming issue of *Collier's*, *Fortune*, *The New Yorker*, *Esquire*, and *The Elk's Magazine*.

Genco Announces New Sales Slogan

CHICAGO—An interview with officials of Genco, Inc., revealed that the firm has been in existence for more than 25 years.

Before the inception of pin tables, the Gensburg Brothers were engaged in the manufacture of toy novelties and advertising specialties. Now they devote their facilities exclusively to the manufacture of amusement devices, drawing upon the knowledge derived from 25 years of experience to aid in the efficient production of games.

Kings, their latest hit, is still in top speed production. The game has proved popular wherever on location. Kings is said to have the most beautiful light-up rack and screening job on its playing field of any games the firm has made.

Recently the Genco firm announced a new sales slogan, "You save $10.00 on every Genco game you buy." As an explanation of the slogan, Genco officials state that they are sincere in their belief that they put $10 more quality in the game than the customer actually pays for. This is due entirely to the efficient and economical method of production.

Jennings Hunter Out; 3 to Follow

CHICAGO—Three shifts are working day and night at the O. D. Jennings & Company plant to fill the stream of orders for Hunter, a fascinating pin game evolved after months of experimentation.

Tremendous response to Hunter surpassed expectations, officials report, adding that its attractive appearance and mechanical performance have met with wide approval. Its display board shows the progress of play and winning combinations in lights visible from a distance. Five registers record the plays.

General popularity of Hunter with players and operators is attributed to its player appeal as well as its artistic beauty, mechanical ruggedness and earning power, which measure up to the Jennings standard.

Officials revealed that the engineering and experimental departments are working incessantly on the final touches of three machines, said to be different from anything yet introduced, which will be announced during the early summer.

EMPIRE MOVES!

We are pleased to serve our many operator friends at our NEW and LARGER QUARTERS—2690 West Pico Street, Los Angeles. Come in and See These —

LATEST MODEL MONEY-MAKERS!

EXHIBIT TICKET GAME $97.50
With Interchangeable Boards

ROTOLITE $59.75
Another PAMCO Winner

FLASH $67.50
A Rock-Ola Sensation

BASEBALL $49.50
A GENCO Hit

CRAZY LANE $54.75
Calif. Games' Big Hit

BUILDER-UPPER $44.50
By G-M Laboratories

CHAIN-A-LITE $49.50
By Pamco

AND ALL OTHERS!
—Lowest Factory Prices

DIVIDER $39.50
Harry Williams' Latest

BABY-LITE-A-LINE $29.50
By PAMCO

DEALER $47.50
By Harry Williams

HIT OR MISS $24.50
First of the Quints

Be Sure to Write for Our Special Prices on *Good* Reconditioned Games

EMPIRE AMUSEMENT COMPANY

Our New Phone—PArkway 8980

2690 West Pico Street Los Angeles, Calif.

Texas Bill Legalizing Pinball Games Passed

AUSTIN, Texas—As Texas coin machine leaders had been promised, but with only a few minutes to spare, both houses of the Texas Legislature passed a licensing bill on marble games shortly before adjournment May 11th.

The new law, providing for a $10 tax yearly on machines operating on five cents or less, and $20 for those operating on more than five cents, also includes a clause which is said to legalize marble games. The clause reads: "Nothing herein shall be construed to license, permit, authorize or legalize any coin-operated machine the operation, display or maintenance of which is now illegal under the penal code of the State of Texas, provided, however, all games of skill which do not now violate any of the provisions of the penal code acts of 1925 of the State of Texas shall be authorized." E. E. Berwald, of counsel for the Texas Coin Machine Men's Association, and author of this section, declares this clause legalizes marble games.

Cigarette vending machines are exempted from the provisions of the bill, which includes merchandise vending machines, marble games, automatic phonographs, pistol targets and other amusement devices.

Law provides for confiscation of machines on which license fee is not paid, and a penalty of $25 to $100 for failure to pay.

Here is the full text of the Texas bill, H. B. 223:

A BILL TO BE ENTITLED

An act amending Chapter 116, Act of the First Called Session of the Forty-third Legislature, and levying an annual occupation tax upon coin-operated vending machines; defining "coin-operated vending machines," defining the term "owner," as used herein; providing for the collection of said tax by the Comptroller of Public Accounts of this state, prescribing his powers and duties relating thereto, and authorizing adjustments of taxes heretofore paid in certain cases; providing that it shall be a misdemeanor to exhibit, display or possess a coin-operated machine without having attached thereto a receipt showing payment of the tax due thereon, and providing for penalty for violation thereof; providing for filing of a surety or cash bond when injunction is sought restraining collection of the tax; providing for seizure and destruction of coin-operated vending machines upon which the tax has not been paid and declaring the same to be public nuisance; providing no "coin-operated vending machine" is legalized hereby, the operation of which is now illegal under Article 654, Penal Code of the State of Texas, 1925, and Section 37, Article 3, of the Constitution; providing all games of skill not prohibited shall hereafter be authorized; providing for the exemption of gas meters, pay telephones, cigarette vending machines, pay toilets installed and used for sanitary purposes, and all machines engaged in vending a service from the operation of this Act; declaring the Legislative intent and policy in prescribing the exemptions named; providing that if any part of this Act be held unconstitutional, it shall not affect the remaining portions of the Act, and declaring the Legislative intent to pass the remaining parts of the Act notwithstanding invalid portions thereof; providing if this bill be held unconstitutional in that event levying in lieu of the taxes herein levied, other annual occupation taxes on every coin-operated machine of every kind and character, and declaring an emergency.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF TEXAS:

"Section 1. Chapter 116, Act of the First Called Session of the Forty-third Legislature be, and the same is hereby amended, so as to read hereafter as follows:

"Section 1-a. The term 'coin-operated vending machine,' as used herein, means every machine or device of whatsoever kind or character, which dispenses, or vends, or which is used or operated for dispensing or vending, merchandise, commodities, confections, amusements, or pleasure, and which is operated by or with coins, or metal slugs, tokens or checks. The following are expressly included within said term: Phonograph, electrical piano, electrical battery, graphophone, target pistol, miniature golf machine, miniature football machine, miniature baseball machine, miniature race track machine, stereoscopic machine, gum machine, candy machine, handkerchief machine, sandwich machine, sanitary drinking cup machine, marble machine, marble table machine, marble shooting machine, or marble machine of any description.

"Section 2. The term 'owner,' as used herein, means any person, individual, firm, company, association or corporation, having the care, control, management, or possession of any 'coin-operated vending machine,' or any person, individual, firm, company, association or corporation who exhibits or permits to be exhibited, in his or its place of business or upon premises under his or its control, any coin-operated vending machine.

"Section 3. There is hereby levied on, and shall be collected from, the owner of every coin-operated vending machine in this state, an annual occupation tax as follows:

"Where the coin, free or token used, or which may be used, in the operation thereof, is of the value in excess of five (5) cents, or represents a value of excess of five (5) cents, the sum of twenty dollars.

"Where the coin, fee or token used, or which may be used, in the operation thereof, is one of the value in excess of one (1) cent and not exceeding five (5) cents, or represents a value in excess of one (1) cent and not exceeding five (5) cents, the sum of ten dollars.

"Section 4. Gas meters, pay telephones, cigarette vending machines, pay toilets installed and used for sanitary purposes, and all machines engaged in vending a service are expressly exempt from the provisions of this Act.

"Section 4-a. The exemptions provided therein are recognized and made by reason of the fact that gas meters, pay telephones and cigarette vending machines are now subject to the payment of an occupation tax under existing laws, and pay toilets being service vending machines, are not covered by the levy made hereby.

"Section 5. The Comptroller of Public Accounts of this state is hereby authorized, ordered and directed to collect, and to issue receipts for the payment of, the tax levied hereby and to employ all the agencies of the law available to him for the enforcement of the provisions of this Act; provided, however, that where the tax, as now levied under the provisions of Chapter 116, Acts of the First Called Session of the Forty-third Legislature, upon coin-operated vending machines, has been paid at the time of the taking effect of this Act, then, in that event, the said Comptroller of Public Accounts is authorized and empowered to make proper adjustment thereof, by crediting pro rata, upon the annual basis, and unearned tax, to the payment of the tax hereby levied.

"Section 6. If any person shall exhibit, display or have in his possession within this state any coin-operated vending machine as defined in this Act, and subject to the payment of a tax as herein provided, without having annexed or attached thereto the receipt of the Comptroller of Public Accounts of this state showing the payment of the tax due thereon for the current year, he shall be guilty of a misdemeanor; and, upon conviction, he shall be punished by a fine of not less than $25.00 nor more than $100.00. Each day any such machine shall be operated in violation of any provision of this Act shall constitute a separate offense.

"Section 6-a. Every coin-operated vending machine subject to the payment of tax hereby levied, and upon which the said tax has not been paid as provided herein, is hereby declared to be a public nuisance, and may be seized and destroyed by the Comptroller of Public Accounts, his agents, or any law enforcing agency of this state as in such cases made and provided by law for the seizure and destruction of common nuisances.

"Section 6-b. No injunction shall be granted to restrain the collection of this tax, unless the person or parties applying therefor and/or intervenor therein shall first file with the Clerk of the Court to which such application for such relief is addressed, a cash bond in an amount equal to the amount of the tax due and which may accrue during the pendency of the injunction or a good and sufficient security bond, approved by such Clerk, in an amount equal to twice the amount of the tax due and which may accrue during the pendency of such injunction, which bond shall guarantee the payment of such taxes in the event said injunction is finally dissolved.

"Section 7. Nothing herein shall be construed to license, permit, authorize, or legalize any coin-operated vending machine the operation, display, or maintenance of which is now illegal under Article 654 of the Penal Code, Acts of 1925, and Section 47, Article 3, of the Constitution of the State of Texas; however, all games of skill, taxed herein, not prohibited by Article 654, of the Penal Code, Acts of 1925, and Section

(*Continued on page 47*)

"Navel Maneuvers"

Vending Machines The Thing - - Huber

CHICAGO—J. O. (call me Joe) Huber has just been appointed sole distributor of Northwestern merchandise machines in Illinois territory. The story behind this appointment is that the Huber Coin Machine Sales Company first took on this line as more or less of a side-line, to accommodate its customers who wanted merchandising machines. However, during the past year, the demand for and sale of these machines has increased so rapidly that now Joe announces he intends to make the Northwestern line one of his main ones.

"Merchandising machines ring the bell for the operators," said Joe, "because they are legal everywhere, they hold locations, and they pay dividends fifty-two weeks in the year. And they are welcomed by the merchant because they help pay his rent; and more important still, they fill his store with potential customers."

●

Peanut vs. Pistachio In Public Favor Now

DETROIT—The lowly peanut, which for months has not held up in popularity with the pistachio as a best-seller in vending machines, has now regained its leading status in public favor in this district, according to George Spencer, who specializes in nut venders.

Spencer indicated that the trend was perhaps due to the increased price of pistachios, which made it impossible to give as many per sale as peanuts and still retain a margin of profit.

●

Economy

MENTIONING THE REVIEW TO ADVERTISERS WHEN WRITING ESTABLISHES YOU AS AN ENTERPRISING OPERATOR.

L. A. Nut House Plans To Draw Vender Trade

LOS ANGELES — Importance of the vending machine trade as a market for quality nuts has been recognized by the Los Angeles Nut House, one of the leading Pacific Coast firms dealing in this line.

E. M. Schultz, sales manager, reports that his firm is prepared to meet all requirements of vending machine operators for nut products and similar items particularly suitable for automatic vending.

"Since the advent of repeal the market for nuts of all kinds has increased tremendously, and this is due chiefly to the convenience afforded by modern vending machines to the patrons of beer parlors and taverns," Schultz declared.

●

Sportland Ops

We're glad to know that THE REVIEW is being read in the sportlands operated by the Faber Brothers of Rockaway Beach, N.Y.

Hotel's Rules For Its Patrons

HOLLYWOOD — Exclusive hotels with rules for polite behavior existed in America eighty years ago. It's just a question of degree. For example, in 1853, this sign was displayed in Hennesey's Hotel, Rome, N. Y.:

RULES OF THE TAVERN

Four pence night for bed.
Six pence with supper.
No more than five to sleep in one bed.
Organ grinders to sleep in wash house.
No dogs allowed upstairs.
No beer allowed in kitchen.

Hennesey's Hotel, including the sign, has been re-created as an authentic setting for Fox Film's "The Farmer Takes A Wife," a romance of the old Erie Canal in the days when the picturesque inland waterways figured prominently in transportation and American life.

Ladees an' Gentlemen, Pete Johnson now batting for Art Weld.

OUR handsome reporter, Art Weld, due to a lot of causes, one among others being a touch of homesickness, cranked up his new flivver and wended Eastward with his family and Vin Cochem's family for an indefinite stay. During his absence, his understudy will conduct the news column.

Read the Review

To get the bad news over first, we will chronicle that Vern Andrews, Route 3 of Rowe Service, left on Saturday, the 18th, for a trip to his wife's old home, and met with a serious accident en route. At Winslow, while doing a little night-driving, a blow-out caused the car to turn over twice, fracturing Vern's pelvis, cracking five of Nell's ribs, and inflicting a cut on the baby's head. They returned Monday via Santa Fe, put Vern under observation for a few days at the hospital, and returned the family to their home. As we go to press, all are progressing satisfactorily. Vern probably will be off his route for a couple of months, but thanks to a kind Providence that looks after Routemen and Democrats. the cheering fact remains that the little family remains intact. For the time being, Dutch Joham will smile on Route 3.

Read the Review

The broad grin on Ken Currier's face is not because Summer is here but because June arrived for him a coupla months early, and he is eating home-cooking now. The entire staff wish Audrey and Ken the best of luck, and this correspondent wishes to go on record as saying that if Ken says he had to work late, we'll back him up in it.

Read the Review

Horace Skelton, finding that the law prohibits the shooting of sluggers, has decided to take it out on golf, and claims an 86. Next month we will try to get the latest statistics and report his score for the second hole, since he seems to have mastered the first one. Last week was quite hectic around the Rowe office. Aside from being cloudy, H. W. was chawed up one night by mosquitoes, and found next morning that while the skeeters were doing their stuff inside the house, the gophers were operating in the flower beds. These

(*Continued on page* 15)

MIN-T-MINTS *for Vendors*

Pure and Truly Refreshing

DANDY *Stick or Ball* **GUM**

Assorted Flavors—In Unique Display Box

Low-Priced Quality Confections for Counter or Vending Machine Trade

Jobbers, Vending Machine Operators: Write for Special Prices!

United Superior Mint & Gum Co.

671 South Anderson St. ANgelus 9166 Los Angeles

Puffs from the Pack

(*Continued from page* 14)

are two more types of operators that are Public Enemies with H. W. However, the sun is shining again, the gophers have been "gonepher," and the skeeters have all died of blood poison; so Madelyne and Pete have crawled out from under their desks once more.

Read the Review

We wish to take this opportunity to introduce a man who is not a member of the C.C.V.M.O.A., yet is well known to all purveyors of cigarettes—"Petey" Peters of the Rowe staff. Petey was one of the architects on the Automobile Club, as well as several other of the better class buildings in Los Angeles. He has just finished architecting a steel cabinet to hold cigarettes in the outside branches, which is really a whamdoodle, and notice is hereby given to all cigarette thieves that you're wasting your time to burgle the above mentioned branches.

Read the Review

Far be it from us to become nasty, but of the committee appointed to submit a new draft of By-laws for the C. C. V. M. O. A., only one was present when the draft was submitted. Art Weld went to Iowa, Charley Proffitt had to consult a man about a dog, and Pete Johnson had to stand up before the entire assembly and read the darned thing and alibi his own way out. However, revenge is sweet, and Pete told them he did only the stenographic part of it, slipped in a joker that all members HAVE to be present at future meetings, and hereby gives notice to the balance of the Committee that when it comes up for final argument, he has a date for that evening.

Read the Review

Out of town operators who have visited Los Angeles lately are Ed Poore, who operates in Stockton; Fred Trevillion, from Santa Barbara; C. B. O'Guinn, from Bakersfield, and H. R. Bodycott of San Diego. These are old-timers in the business and have really made good in the business. Ed Poore had the misfortune to forget that his DeSoto had no governor on it, and collected a date with Hizzoner to explain why he was in such a hurry to get out of town.

Read the Review

Ed Steur, elongated Ex-Pres. of the Association, finally woke up to the fact that there was something putrid in Petrograd. He claims that when he had the flu it was all right and a very nice thing to do, for a fellow-operator to take care of his route, but it looked sorta funny for this gentleman to call up and offer his services two days before he took sick. Well, it looks all right from here, Ed. He probably figured that you were working so hard you were apt to have a break-down, and didn't want your route neglected. Or something.

Read the Review

You may have noticed it, or you may not, but anyhow the N. R. A., having used up all other excuses for existing, have put forward a nice little mess of humor. At first, they said cigs should sell at a minimum price of 14 cents. The drug stores immediately put up big signs advertising two for a quarter. The N. R. A. not having time to fight any of this violation, dropped their minimum to 12½c. It being summer, and there being no money in the Treasury for vacations and extra stenographers, they conceived and brought forth the bright idea of taxing everyone selling tobacco one-eighth of one per cent of their gross sales to enforce the code and protect the little fellow. We might be dumb, and probably are, but when it comes to paying out a lot of darned good nickles to keep the little fellow in a position where he can continue to cut the throats of the cigarette vending machine operators, and his own throat at the same time, it looks kinda screwy to us. As Mr. Skelton so aptly put it, they had the R. F. C., the C. W. A., the S. E. R. A., the P. W. A., the P. D. Q., the L. A. C. R. A., the H. C. O., and finally the C. O. D., but nobody has yet thought, in Washington, of establishing the P. A. Y. Oh, well, if there weren't umpty leven different kinds of taxes to be figured, your reporter would probably still be on the rock-pile, so skip it.

Read the Review

C. A. Rockwell, who counts slugs in Santa Ana, felt Springtime coming on and shipped his wife back to Detroit with his old puddle-jumper, with instructions to pilot home a new car. Connected with the fact that Harry Rannard is stooging an understudy to take over his voluminous duties around San Bernardino in order that he may take a trip back over the Eastern part of the country, it forces us to believe that there must be a little profit in the cigarette machine business. If such reports keep coming in, we might put some of our own money into it. That is, if we finally get some return from our dime letters.

Read the Review

Rowe Service, by the way, put on three new employees during the past thirty days, and has a fourth joining the force on the 27th day of this month. "Lindy" Lindberg, Truck No. 1, is being transferred to Salt Lake City to help Goody keep the Mormons supplied with smokes. Lindy is a great kid, and vastly original. He helped George Scott pilot his heap back to Denver, worked gratis for a few weeks to learn the mechanical end of the business, came back to Los Angeles and walked in and hit Mac for a job. Mac, in order to try the kid out, put him soliciting spots, and gave him a list that everyone had taken a crack at at some time or other. Lindy proceeded to sign practically all of them up on the dotted line and was promoted to a truck job. One stunt he pulled on a location is worthy of mention. He walked into the spot and laid down his card. The prop asked him what he was selling, and he replied, politely, "Not a blankety blank thing, and the boss is raising hell about it." This, also, turned out to be a good spot. He's the type of kid that worked for six months before he knew there was a clock in the office, and on several occasions when Pete was in the dog-house and was sitting around the office of evenings until his wife had gone to bed, Lindy sat around with him on the off chance that some location would need some service, and he could go out and take care of it. More power to your elbow, kid.

Read the Review

If this column gets too long, Mr. Blackfod, just cut it down, and deduct the

(*Continued on page* 16)

FREE! **COIN COUNTER** **FREE!**
and WRAPPERS with
A Case of FIVE STAR BALL GUM

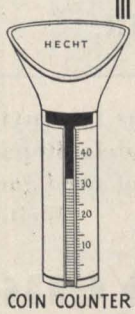
American Chicle Co.

Hecht Nielsen
Factory Distributor

$12.00 per Case
(100 Boxes—10,000 Balls)

Remittance With Order
All Shipped Prepaid

Ball Gum Highest Quality, Assorted Colors. Coin Counter heavy aluminum casting, accurate count, of fifty pennies. Wrappers tubular, Best Quality.



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ALL NUTS

Roasted to Order

. . . Assures You of FRESH Nuts at all times

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●

Wholesalers of
ALL KINDS OF NUTS
Shelled and In Shell
Raw, Roasted and Salted

●

Mail Orders Given Prompt Attention

WRITE FOR OUR PRICE LIST

Puffs from the Pack

(*Continued from page* 15)

difference from my check.

Read the Review

Bill Ash came down out of the mountains long enough to buy a new group of Aristocrat machines a week or so ago. We were glad to see him, as we hadn't had much news of him lately. Bill's quite a guy when you get to know him, and since he got a radio is living a nice religious life. News travels slowly in the mountain country, and Bill practically had to come to town oftener. First time we met him was when we were in jail once. Seems Bill came down outa the hills, saw two mailmen walking down Spring Street and shot them both, not having heard that Lee had surrendered. That was before chain-letters were going around, so they turned him loose. Mustn't shoot mailmen now, the Judges all have declared closed season.

Read the Review

Earl McNeil, placid President of the Association, still percolates around selling Nationals. In case you phone him, and he isn't there, it's not because he's at the ball-game. He's rustling business. If Gerald isn't there either, it's because he's hunting for Earl. At least, that's what we heard.

Read the Review

Come to think of it, Art Weld ain't so dumb. Besides making money enough for a vacation, he took Vince Cochem's wife with him on a trip East so Vince wouldn't have any excuse for not taking care of the route. Our Hollywood and Crescent Heights reporter informs us that Vince's wife happens to be Art's daughter, so that takes care of that.

Read the Review

Business must be good around the Rowe office. H. W. put in a new clock that grunts and mutters, being one of the Western Union type. He put it over Pete's desk, leaving him the only occupant of the office who can't see it. Seems that H. W. was late for an appointment the other day on account of the old clock stopping. Having faced the art work over Horace's radio for six months, it's no wonder. Having covered its face with its hands for all these months, it finally gave up and quit. Don't blame it. All the time in the world, considerable girl in the picture, and tied down to its job. By the way, notice to all Association members. That picture has a calendar on the bottom of it. Still says "January." One of the old men happened to notice it.

Read the Review

H. M. Steele, besides expanding his business with a gang of new machines, was appointed Vice-President of the Association to fill the position left vacant when Ernie Brennan went North.

Read the Review

Al Weymouth's mother made the long trip from Australia to see how her little boy was getting along. We've known Al for a long time, handled his mail for him, read his magazines, etc., and all we can say for Al and his mother is this: every time a boat came in from Australia, at least one letter came to him from his mother. And that, my hearties, speaks all one can say in words, for them both. We hope, Mother Weymouth, and you too, Al, that this visit will fulfill all the anticipations you both have had all these years apart.

Read the Review

Madelyne Pobanz, the chief recorder at Rowe's, is redecorating her domicile. Ah, well, Spring is here, June is on its way, Nature is refurbishing its plumage for the new season, and Madelyne is keeping step.

Read the Review

Mr. Skelton entertained his entire gang Sunday the 26th at his home in Montrose. Beer, bouquets and brick bats were dispensed where they would do the most good. H. W. is a type unique. He can bawl you out with the same aplomb as he can praise you, make you feel darned good either way. Your reporter has known him and worked with him for nigh onto seven years, and when he says that H. W. doesn't call a spade a spade, you can depend on it that he either calls it an implement for diggin', or a blankety blank shovel, depending on the weather.

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New Brand Mint, Gum Offered by Superior

LOS ANGELES—A new brand of mints and stick gum is announced by the United Superior Mint and Gum Company. Mints are suitable for counter or coin machine trade, and both products are packed in specially designed display boxes. Firm will continue to manufacture ball gum for vendors.

Mrs. Walker, head of the firm and wife of a prominent Southern California surgeon, recently visited Yosemite Valley where she accompanied her husband for the annual convention of the state medical association.

●

Penny Cigaret Device Now Ready for Market

MILWAUKEE—Fred Velguth has perfected a penny cigaret vending machine which is now ready for the market. It is called Pen-E-Vend.

Of One Thing You Can Be Sure....

IT'S AT THE WESTERN

Now Showing All of the New Games:

DIVIDER INDICATOR DEALER CRAZY LANE
GOLD GULCH BALL FAN QUICK SILVER
BATTER UP ELECTRO-HOIST CRANE TICK-A-LITE
NEONTACT MATCH PLAY ROCK-OLA'S "21"
KING SIX, JR. BASEBALL DICE GAME

See us for anything in the vending field
Our Complete Repair Service is at your disposal
Complete stock of used games. Sacrifice prices on 5-foot tables.
Write us your needs

Western Vending Machine Co.

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Luxurious Setting for 1935 Pacific Coin Machine Exposition

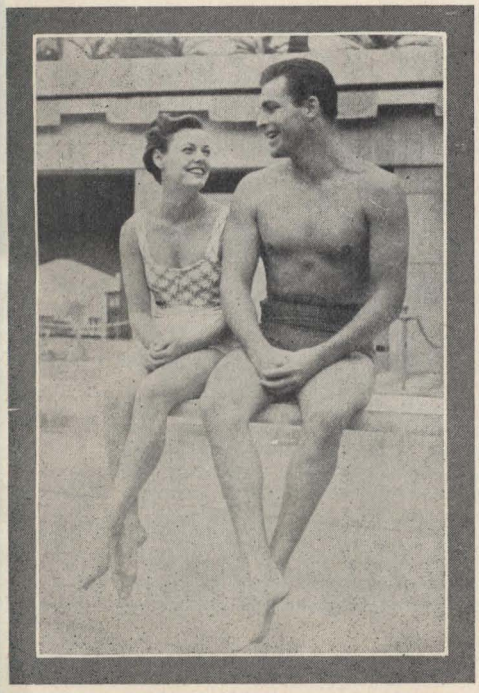
Ambassador Hotel, Los Angeles
September 9th, 10th and 11th

22 acres
to play in

AERIAL VIEW, upper right, shows The Ambassador's 22-acre park in the heart of Los Angeles, with its spacious Auditorium where the greatest of all coin machine exhibits will be held.

COCOANUT GROVE, center, world famous gathering place of celebrities, the picturesque ballroom where many a dance band has gained its fame. Its floor shows are unsurpassed.

SUN-TAN BEACH, adjoining Lido Plunge, lower right, where Olympic Games diving stars will stage exhibitions for those attending the Coast Show. One of the many features, including the National Operators' Golf Championship, of the biggest week in coin machine history!



SCREEN STARS of Hollywood will participate in the great closing night entertainment. The Ambassador is their favorite rendezvous, you know. Lower left, for example, is Buster Crabbe taking time out for a chat on the springboard of the Lido plunge.

The REVIEW

invites you

to help celebrate its

*2nd Anniversary

July, 1935

*Join us in observing the completion of two years of leadership as the liv-liest, most progressive coin machine magazine. We're starting our third year with a bang...more news, more feature departments for operators, and more readers! How much space shall we reserve for you? Forms close July 5th.

THE REVIEW'S LEGAL INDEX

Published Monthly as a Service to Coin Machine Operators and Associations

JUNE, 1935 **PAGE 3**

Brief On Pin Games

In re facts and law relating to coin-operated games, known as bagatelle, pin or skill games.

Brief submitted to corporation counsel of New York City.

Pursuant to arrangement with Hon. Paul Moss, License Commissioner.

Keppler & Keppler, attorneys for Metropolitan Skill Games Board of Trade, Inc., 25 W. 43rd Street, New York City.

Analysis of Pertinent Facts

Coin-operated marble games must not be confused with so-called slot machines.

What Are Slot Machines

Slot machines have a complicated mechanism. They work alike for everybody. The only thing that a person does who plays a slot machine is to deposit a coin or slug, which releases the operating mechanism. Then he pulls down a handle, and in some type of machines either coins or slugs will be emitted if he strikes a winning combination. In most types of slot machines the person depositing a coin is entitled to receive candy or other merchandise.

In the majority of types, a series of cards bearing certain symbols appear under a glass. The player is regarded as winning or losing according to the symbols on the cards which show up under this glass. Whether coins or articles are ejected or which cards appear under the glass does not depend, in any sense, upon the action or skill of the player, but entirely by virtue of the mechanical constructions, which are on a fixed basis inside the machine.

Legal Coin-Operated Machines

There are numerous types of coin operated machines besides those commonly referred to as "slot" machines, viz.: vending machines, which sell candy, gum, cigarettes, etc.; service machines, like scales, pay toilet machines, stamp machines and various types of legal amusement machines. In no instance is there any similarity between them and the "slot" machines except that the insertion of a coin is necessary to release any automatic coin machine for action.

If that point is once made clear, it will be possible to approach the subject under discussion with a fairer mind. The idea of coin operation has been practically applied to bowling alleys, skee-ball, punching bags, lung testing machines and numerous other amusement devices, including what are known as bagatelle, pin or marble games.

New Indoor Sport

Marble or pin games were put on the market a few years ago. They have proven so popular that they are now being played nearly all over the world. These games, in a sense, occupy the same position as motion pictures once did. When first shown, they were met with a certain amount of prejudice. Many people were too haughty to patronize them or to admit that they patronized them if they did.

Anyone playing any of these skill games soon finds them absorbingly interesting, particularly if they practice so that they develop skill. A novice could no more play one of these games skillfully than a novice could play golf, billiards or bridge well.

There are golf pros, bridge instructors, etc. In time we feel sure that there will be skill game professionals and large skill game tournaments will become matters of public interest.

No fair person can claim that there is anything wrong with the marble game itself. Only recently the Veterans' Hospital on Gun Hill Road installed a number, for the free amusement of inmates (in which the coin device was removed). Many social service institutions are similarly installing these games for the benefit of "shut-ins."

The absurdity of objecting to the game itself or the giving of prizes is indicated by the fact that for many generations amusement parks and other places have been running games and giving prizes to winners. To end this practice for no good cause is an abortion of fair dealing. There is no legitimate reason for doing so.

Many Types of Marble Games

There are numerous types of these games on the market, because many manufacturers have catered to the public requirements.

How Marble Games Operate

The operating principle is the same in all of these games. They consist of a rectangular box with a glass top. A coin is deposited, which releases the operating mechanism so that small balls or marbles are made available for playing, which are propelled by a plunger. This plunger has a certain amount of resistance, because it is spring controlled. The trained player gets the touch of the spring resistance. He permits the plunger to strike against the marble, in some respects as a billiard cue would strike a ball. Better players develop a sense of nicety of touch, length of pull, and resultant velocity with which they let go the plunger and strike the marble. They know in advance the effect of the approximate propelling force of the plunger against the marble. They also figure out the approximate resistance caused by friction and the repercussion of the striking of the sides or rails or other objects so as to help determine the distance and the direction the ball will take, to some extent comparable to what a billiardist will do. The object is to get the ball into holes with highest numbers, so as to run up a high score. Hazards appear on the face of the game, in the shape of little nails, springs, resilient rails, etc.

The skeptic may say, "When the plunger hits the ball you have no further control of it, and when it rolls then you cannot claim skill."

After the billiardist with his cue strikes the ball, he has no further control over it. Yet he can make it bound and rebound numerous times, describing many angles and ultimately striking the place originally intended. He can draw on the table the various lines back and forth where the ball is going to hit the different parts of the four cushions and ultimately the ball it will strike. It will be found that the ball will follow the lines that he will draw—why?—purely in response to laws of physics. He has developed in his training a sense of feeling that enables him to strike with precision either forcibly or gently as he wills. Based upon the driving force, the position of the cue, the position with which he strikes the ball, and the mental estimate of the resilient sides of the table, he knows that the ball hitting these sides will not only bound back, but he knows from training and experience the direction in which it will bound back. He knows that after it hits the first side of the table that the driving force and the repercussion is such that it will hit another side of the table at a certain angle. He also knows the angle in which it will bound off, and a highly trained player may make a ball hit the four sides of the table describing definite angles that he plans and knows in advance and that it will ultimately hit the ball intended as originally outlined.

The marble is smaller than the billiard ball, yet the plunger functions much the same as a cue. The principle is the same. The laws of physics do not change. The mere fact that a novice cannot get the result does not prove that a marble machine is not a game of skill any more than playing by a novice would prove that billiards is not a game of skill. The statement that a player has no control over his ball is no more correct than to say that a billiardist has no control over the ball after he strikes it. The manner of striking is what gives him the control. That enables him to have the ball go the distance that he wants, or makes the repercussions as he wants, or puts "English" on as he wants.

It may be argued that after a baseball leaves the hand of a pitcher that he has no control over it. The speed with which it travels, the direction up or down or sidewise, or the curves that it makes when approaching the bat are the result of the skill of the pitcher. So it is a gross error to decide the matter by saying that there is no control over the ball after it leaves the plunger. It is a question of the force with which the plunger strikes and whether there is a little twist in it at the time it strikes, that determines the course that it is to pursue.

Let us say that an amateur hits the ball in a certain manner so that it rolls into the highest number of the game. Of course, he did not know how to get that result or why, but yet there can be no denying the fact that the manner of striking was what was responsible for the movement of the ball by virtue of the nature of the impact of the plunger upon it. Now let us suppose that this amateur repeatedly practices to try to duplicate the first lucky shot so as to recreate the same conditions that made that lucky shot. He will be ultimately able to make it as a matter of skill rather than as a matter of luck.

We know that a cannon or a pistol with

the same type of shell or cartridge in the same firing instrument under similar conditions will usually duplicate performances. There can be no question about this because harbours are mapped out so that forts can handle their guns to positively reach a desired square to sink an enemy's ship. This is a result of a study of the laws of applied physics computed mathematically.

So whether it is a gun, a pistol, a billiard game, or a marble ball, or any other thing where certain driving force is propelled under the same conditions under the same resistance, observation, calculation and experience will develop duplicate behavior under duplicate conditions. This is skill, not chance.

Every person who has these machines in his place of business has certain customers who have developed the faculty of skillfully making shots.

The game is exciting to both players and watchers. By an adroit turn or twist of the handle while driving the plunger the ball is caused to spin, so that its motion is controlled much as in billiards, by putting what is known as "English" on the ball.

How Skill is Maintained

On the point of skill, the game is comparable to golf and other types of games. A person must keep in practice so as to have the proper touch. Some people acquire and maintain their skill better than others, the same as in billiards, table tennis and other amusements.

Marble Games Emit Nothing

These pin games emit no money or slugs, or any article of any kind. The only thing that a player can do is to run up a score, according to the numbers near the holes he gets the marbles into. The most unreasonable enemy would have to admit that these games are perfectly innocent. The games in themselves could not be held to be wrong from any viewpoint any more than a bowling alley, a billiard table, a horseshoe pitching game, ping-pong, lawn tennis, baseball, football, a skee-ball game or, for that matter, any clean game. A physical demonstration will not only convince anyone that this is a fact, but may add him to the constantly growing ranks of men and women who play these games purely for diversion.

Marble Games Beneficial

We must not overlook the fact that at any time, particularly in times of stress, such as we are now going through, and with the increasing leisure of many people due to readjusted working hours of the N. R. A., that diversion is a psychological necessity, and it is unwise in the extreme to interfere with it, especially since it is a type of diversion for the masses, particularly in urban centers.

Prohibition has taught us the viciousness of trying to regulate the likes and dislikes of our fellow men in matters that cannot be practically controlled. It developed racketeering, profiteering and other evils. Alongside of a marble machine, an ordinary pack of cards is an instrument of vice. Dice, which are sold publicly, become a tool of the devil. It is easy for us to lose our sense of proportion in viewing these matters.

Bias Renders Judgment Abnormal

Bias makes it easy for some people to lose their capacity for proportion and appraisal. They become unbalanced in their views of what should be prohibited. We do not avoid the golf or bridge champion who receives a large check or some other valuable prize because he made a winning score. We are not criminals because we play these games to win a prize. The principle is the same, whether applied to golf, bridge, bowling or amusement and stimulation that the masses may enjoy in playing an innocent marble game.

The Masses Need Marble Games

The rich have infinite diversions. The poor need games which are within their means. Skill games are a boon to them. Man does not live by bread alone. People must find some outlet for their emotional reservoir, so marble games serve a valuable purpose.

Marble Games Enlarged Children's Toy

Professional bigots will be depressed to learn that the skill games are just an enlarged form of common children's games of having a plunger strike marbles to get them into holes to run up a score. Parents have been buying these games for youngsters for many years and no one has been contaminated. We must not cease to use common sense in the matter of trying to prohibit diversion that is not harmful. Let us first end door prizes, lucky number contests, raffles, wheels of chance, card prizes, etc., before we deprive the masses of marble games. If we must have our heads in heaven, let us not forget that we are not yet angels and must keep our feet on earth.

Skill Based on Laws of Physics

One need not be a student of physics to know that if a plunger is repeatedly driven against a marble projected part of the distance through a small compartment with the same velocity it will always cover approximately the same distance over about the same route. The same is true if it is driven around curves and against the same resilient objects. That is the whole principle of skill in a skill game. The player must practice to develop a sense of touch so that by careful observations he will be able to estimate the driving power and effect of the spring cushioned plunger striking a marble. The same aiming distances and velocity will always bring the same approximate result. A better player playing a poorer player will therefore invariably beat him.

A "dub" may make a good golf shot. A good bridge player may get poor cards. A great baseball player may be struck out. There is no such thing as a game or sport without some elements of chance.

Players in all games do not play equally well at all times, but in a skill game the more adept player will invariably excel, because skill is a dominant element.

Marble Games Afford Pleasure of Self-Expression

In a marble game a player gets the pleasure of making his aim, of observing what he is doing, of following the action of the marble—in short, of self-expression. The course taken by a marble is determined solely by the manner of operation of the plunger against the marble by the action of the player. The course it will take is entirely of his creation. If he develops in his mind and nervous system a precision graduated scale of driving force of the plunger, including twists to give it "English" if desired, he learns to approximately master the distance and direction of the ball, while running, and also while the effect of the shot is dying down.

Marble Games Innocent Amusement

Even while learning, playing is really absorbing. The game has the great virtue of being able to make people forget themselves and their troubles, for the time at least, and no one can be hurt playing it any more than playing marbles. It becomes increasingly interesting to those who make it a means of recreation because marble games are offered in many varieties. While the principle is the same, manufacturers offer a great variety for skill, by new arrangement of pins, and the additions of various new attachments which complicate the game, often adding to the requirements of skill.

Of course, skill is a question of fact and not of law.

We should like to be afforded the opportunity of taking the Corporation Counsel to what are known as sportlands, where at one time may be seen dozens of players, showing that the public has accepted this new innocent sport.

We believe that the learned Corporation Counsel will then feel as we do about marble games—that they are innocent pastime, filling a real need, especially for the masses. It is highly preferable to hundreds of ways in which people would otherwise spend their spare time, especially with added N. R. A. leisure.

Why Necessary to Defend

Why then should it be necessary to defend them? The answer is simple:

1—Lack of understanding, because of their comparative newness.

2—The racketeering and collateral evils reported in the press relating to slots.

It has been stated in the press that with the end of prohibition various organized racketeers have seized upon slots as a gang activity and have monopolized various "territories" for slot operation. That in doing so they have inaugurated abuses collateral to such racketeering.

Not Controlled by Racketeering

Public officials assert that hostility to slots is to prevent the perpetuation of organized gangs with all their attendant evils. So subconsciously those who do not know the facts are under an erroneous impression that merely because marble games are coin-operated amusement machines that they are in the racketeering class.

We have shown slots and skill games are entirely dissimilar in construction, purpose and operation. We court the closest investigation upon the fact that the skill game business is not a "racket" in any respect.

(Continued next month)

Clip This Page . . .
Send For Binder

THE REVIEW each month presents these two removabel pages of legal information for the benefit of coin machine operators and their asosciations and has prepared a suitable binder in which this material may be filed for future reference.

Appearing on these pages in each issue of THE REVIEW will be such valuable information as model petition forms, model license ordinances, favorable court decisions and legal briefs which have been used successfully in determining the legality of various types of coin-controlled equipment.

THE REVIEW will send, free of charge, a sturdy folder for keeping Legal Index pages, for each new subscription order for this magazine. Or you may purchase this folder at cost, 25 cents postpaid, from THE REVIEW, 1113 Venice Boulevard, Los Angeles.

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WITH THE WORLD'S *First* ZIG-ZAG FLICKER-FLASH LIGHTS

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ADVANCE AUTOMATIC SALES CO., 1021 GOLDEN GATE AVE., SAN FRANCISCO, CAL.
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Spot-Lite features

THE NEW LIGHTING SCORE BOARD

Flash, convenience, thrills galore in the newest game to show the score—**SPOT-LITE** is so cleverly conceived, the storekeeper can **INSTANTLY SEE** the total score from back of the counter—no loss of time or motion—a thankful convenience to both the storekeeper and the operator. Not just the usual score board, but one that shows a series of colored lights that immediately flash into view when the balls come to rest in corresponding holes. Thrilling to the player because it instantly tells him his total score and further acts as an inducement for continuous play. Thrilling to the operator because it brings steadier, faster, better, continuous play and therefore FULL CASH BOXES DAILY. Immediate action from the first ball to the last. What a thrill and surprise when the score and the beautiful colored symbols pop up! The SPOT-LITE back board is simply and quickly attached. No protruding screws to tear clothes or auto seats. The entire cabinet is made of beautiful natural finish redwood. Scientific electrical engineering insures extra long battery life. Batteries easily accessible through tamper proof rear door.

Tilter

Can be seen by the storekeeper clear across the room and from back of the counter. The moment the machine is tilted—large, red light flashes on showing word "TILTED" right on the top of the scoreboard.

A MECHANICAL MARVEL

Every precision mechanical improvement incorporated in the light-up scoreboard. The simplest of all devices ever made. Precision built by "DAVAL". Nuff said.

The Symbols

A complete and varied combination of colored spot-symbols. Intriguing . . . Interesting . . . Appealing . . . 4 Triangles, 3 Diamonds, 3 Stars, 2 Octagons, affording the largest variety of scoring methods ever conceived for any game. Each symbol appears both on the score board and on playing field in exact shape and color eliminating all guess work and assuring the player keen, skill action. The symbols bring on a new kind of play. A faster and more interesting play. The symbols help to produce the greatest light-up action of any game in history. They present more than just a few lighted squares—but a thrill a minute super-light fascination instead. Timer allows ample time even for a slow player to complete each game.

The "Zig Zag," Flicker Flash Lights

Here at last is a super-thrilling, flickering, flashing, light-up action. The vari-colored lights zig zagging across the playing field creates an illusion of a gorgeous fireworks display making this the greatest surprise play element ever placed in any pin game.

So fast, so clever, so exciting, the player immediately becomes entranced with the game. So simple every operator goes wild over it—two wing contacts at the top of the board, which, when touched by the ball as it rolls down the center towards the kickers, creates the necessary contact with the eight vari-colored lights to set off that zipping—zig-zag—flicker—flash—thrilling light-up action. Every light a different color to match the colors on the beautiful SPOT-LITE playing field. Here's the thrill of thrills—the first game in the world to utilize "surprise element" action. It must be seen in action to be fully appreciated.

The Play

SPOT-LITE can be used as a 3, 5 or 10 ball game.

Of greatest interest to all operators is this outstanding feature—that SPOT-LITE can be used for 3, 5 or 10 ball play. On locations where operators need faster play to earn greater profits the varied scoring combinations can be so arranged to use as few balls as possible.

The superior thrill action of SPOT-LITE is culminated in its skill shot arrangement. The two crossing electrical kickers shoot the balls into high score channels. The zig-zag "flicker-flash" lights. The unique tilter-light when tilted is clearly seen by the storekeeper way across the room, making it an effective anti-cheat device.

The simple, precision mechanism, plus the beauty and sturdiness of the cabinet is acclaimed everywhere. The side-mount legs are crack-proof and wabble-proof. Last coin played is visible, large hinged covered cash box. New pick proof lock and a HUNDRED other superior features that MUST BE SEEN to be appreciated.

Get Into the Big Money Spotlight — Rush Your Order NOW!

Cigarette Machine Operating Is A Secure Business

By C. A. BLAKE
Pacific Coast Representative, Stewart & McGuire, Inc.

I BELIEVE that the operation of cigarette vending machines is the safest and most seure business in America today. Four years ago the annual volume of cigarette sales through vending machines amounted to $200,000. Today more than $30,000,000 worth of cigarettes are sold annually through automatic merchandising equipment.

I say that cigarette machine operating is the surest business because: First, it is all cash, no bad accounts; second, cigarettes are the most consistent selling item in the world, bar none; third, we have sold machines to people who have had no experience in any other business, and they have made a success of this business. We have sold to operators who have been sick, fed up and tired of operating equipment which would operate on slugs, or which would check short or check long. One operator who dumped his inferior equipment in San Diego Bay is now a successful operator of modern equipment in Washington. D. C., two years later.

The present tax on cigarette vending machines and on gross sales through machines is not excessive at all. This taxation places us in a far more secure position, due to the fact that various municipalities and states, which because of the tax do not wish to lose this revenue, will not use flimly excuses such as "minors using machines" to legislate us out of business. In Ohio, for instance, there is a $50 annual license fee per machine, yet every operator in that state is more successful and his profits are better than in many states which are not thus protected.

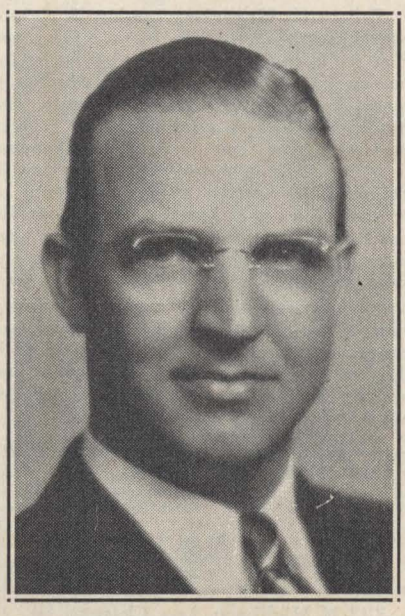
Modern Equipment Needed

The most serious condition some operators face today is obsolete equipment—dilapidated and antique. It is impossible to get the better locations with it. The operator who has not realized this is suffering because he is losing locations right and left and it is absolutely impossible for him to maintain a successful operation unless he has more modern equipment to conform to the settings of elaborate tea gardens, cafes, cocktail rooms and night clubs.

In the present modern equipment slugs are unheard of because the machines are 100 per cent foolproof and mechanically perfect. It is impossible to use matches, wire, paper, etc., to defraud the operator.

Even the tobacco manufacturers have lauded this new stream-lined equipment and have gone so far as to make certain attractive concessions to cigarette operators, as they can plainly see that within time to come the entire Mr. and Mrs. John Public will be thoroughly educated to purchase cigarettes through machines. And they can also plainly see that location owners are only too happy to have cigarette vending machines in their places of business in order to eliminate leakage on cigarettes which eventually would lead them into bankruptcy.

In the event that Governor Merriam requested the California Legislature to place a 2-cent state tax on every pack, the cigarette machine operator who has these new machines, fully equipped with change makers which will sell cigarettes at any price and automatically return the correct change, will make more money. Why? Because any time you handle more money, you will make more. I remember the industry was scared to death a year ago when there was some talk of reducing the federal tax 40 per cent, because operators knew their margin of profit would be less. Furthermore, in the event the tax *is* put over, it will immediately make obsolete several thousand machines in California. Therefore, operators with new equipment will get the good locations.



C. A. Blake

Old Machines a Menace

These old machines, in service many years, have actually become a menace to the industry because they will operate on slugs. Slugs invariably are deducted from the locations' commissions, which irritates the location owners, and the clogging and jamming of the machines on slugs irritates their customers. Soon the locations would become disgusted with machines in general and it would be impossible for anyone to secure these locations.

It has become generally known among location owners that there is such a thing as operators not only charging them with slugs, but going so far as to actually chisel them out of legitimate commissions when they do not watch the machines being serviced. In order to safeguard the location owner against these evils and make the operating of cigarette machines fair play to the location and the operator, the new modern equipment is now equipped with meters which show at a glance the number of packs the machine has sold.

Fair Profit All Around

I have always maintained that there is a fair margin of profit in the sale of cigarettes for both the operator and the location owner and that these evils are absolutely unnecessary. To say the least, it is a condition which eventually will cause the operator who makes these practices to lose locations and at the same time spoil them for legitimate operators. In my opinion, it is not a matter of one operator "jumping" another operator's location. It is merely a matter of the location doing business with the more reputable operator and the one who has the finest equipment and is in a position to give better service.

Today robberies and thefts of cigarette vending machines are almost negligible, because machines are so constructed that it is possible to fasten them down firmly to the floor or to the wall. The screws which are used in holding the machine down are not exposed at all. They are locked up on the inside of the cabinet. These cabinets are built of auto-body steel, the doors are equipped with piano hinges, and flanges are on the inside. There is also an interflange all around the door which will not permit jimmying these machines with a screwdriver or crowbar. In the event of a serious robbery where terrific force is used in breaking open the cabinet, all the operator has to do with his new equipment is to remove the entire vending unit from the cabinet and send the latter to an auto body and fender works and have it rolled out as good as new, at low cost, and place the machine right back on location. However it is impossible to do this with certain machines which are built of aluminum castings. and I suggest that operators select machines with steel cabinets. I might also add that there are machines on the market which are built with tin cabinets, and it is possible to rob these machines with a can opener.

New Locations Open Up

I have personally sold several thousand modern cigarette vending machines in the west coast territory during the past two years and I am confident that my calls to repair these machines have not averaged

(Continued on Next Page)

Cig. Mach. Operating

(Continued from Preceding Page)

one call per month just to indicate the satisfactory service that our modern equipment is giving. I have been told by Stewart and McGuire operators that the machines do not give them any trouble, will not accept slugs and do not check over or under. We endeavor at all times to cooperate with the operator 100 per cent and help him to maintain a successful operation.

Frankly, there is no record of any operator going broke in this business where he has used the right kind of equipment. With good equipment it has been possible for the operator to secure the finest locations in his city which heretofore would not even consider having cigarette vending machines in their places of business. From memory I happen to recall that one of the finest hotels in the entire state of California is now equipped with several of these machines and claims that they would not be without one.

When new equipment is placed in strategic places throughout the territory, location owners see it and demand it. It is not necessary for operators of high quality machines to jump other operators' locations at all, because it is purely a demand on the part of location owners for better equipment. As I see it, it is only a matter of the survival of the fittest, and the operator with superior equipment is the one who will succeed.

Glad to Pay for Convenience

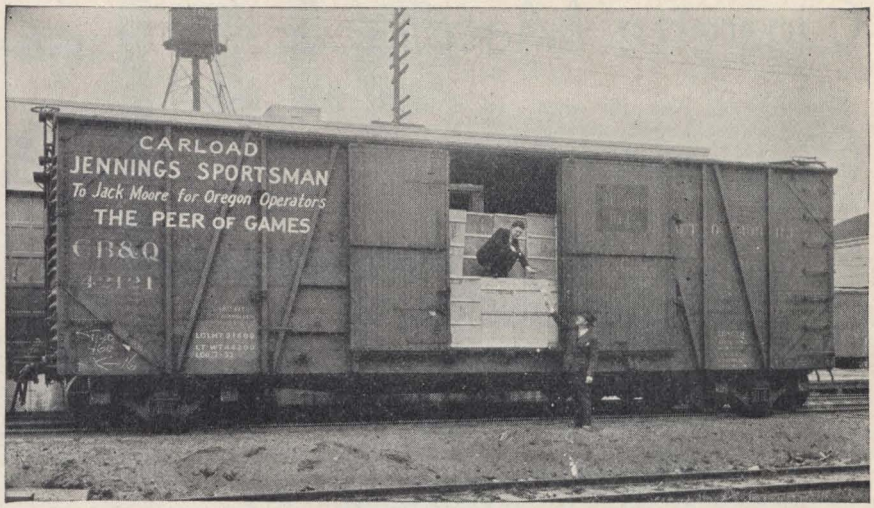
Regarding competition from chain stores, even if they do sell cigarettes at a low price, less than 15 cents, it does not greatly affect the operator because in most instances machines are placed where customers are willing to pay a fraction more for the extra convenience and service provided by these machines. And the operators receive a much larger profit on cigarettes sold through machines.

It has always been the policy of my firm, Stewart and McGuire, Inc., to distribute these machines and in no instance to interfere with operators by operating our own machines. We do not feel it is fair to operators to sell them machines and compete with them in operating, or to reserve several key cities of America for our own operations. Therefore, we have been highly successful in selling machines to operators throughout the United States, which I think is the reason for our large-volume distribution of cigarette vending machines in the world.

It will interest operators to know that at our factory we maintain what is reputed to be the finest staff of engineers of coin-operated devices in America and that production has been greatly increased to supply the tremendous demand of an industry that has unlimited possibilities before it.

Never during my entire 14 years of experience in the commercial world have I been as thoroughly sold on any industry as I am on the cigarette vending machine industry, and I am confident that this is one of the most successful businesses in the country today. I earnestly urge every operator in America to equip himself with the best machines he can buy and go out and get business in his territory which has not been available heretofore.

• Sportsman Carload for Oregon Ops •



Here is Jack Moore of San Francisco, Pacific Coast distributor for O. D. Jennings & Company, accepting one of several carloads of the Jennings Sportsman tables for Oregon operators. Jack says you're likely to see scenes like this in all parts of the country.

The Inquiring Reporter

Each month in this department THE REVIEW prints the answers of representative operators to a question on some significant phase of operating. Read this column regularly for helpful ideas. Your opinion is invited.

THIS MONTH'S QUESTION: Do you keep an accurate set of books on your operating business, or do you think such systematic accounting is essential to the successful operator? If so, are your entries kept on each piece of equipment or on each location to determine the margin of profit on your investment?

REPLIES

Edgar E. Kegerise, *Kegerise & Strausser, Reading, Pa.*—This is to inform you that we keep an accurate set of books for our operating business, also for our Sportland. Each location is kept separate, and not each piece of equipment. It is very important that some form of bookkeeping be done if an operator expects to stay in business. We expect a certain amount of returns from each location, and if we do not hold up that average we get out of that location. We allow 40 per cent of our gross receipts for new games, and no more. We find that amount is sufficient to keep the locations alive, and is about all we can spend for games.

A. M. Berkey, *Wichita, Kas.*—A complete set of accounts showing what each piece of equipment and also just what each location earns should help any operator determine what locations and equipment are profitable.

E. S. Harris, *Beckley, West Virginia*—Yes, I do keep books on my machines. Can always tell what any location is doing.

W. C. Graves, *Northwest Amusement Co., Portland, Ore.*—We have always kept an accurate account both on location and each piece of equipment, and we believe this systematic accounting is very essential to an operator. We at all times know how much we have taken from each location, when each piece of equipment is paid for and which machines are making us money.

J. J. Shalda, *Pacific Peerless Weighing Machine Corp., Los Angeles, Calif.*—We do keep a set of books on our business and think it is absolutely essential for successful operating. Entries are kept on each piece of equipment, regardless of location.

●

Op No. 1—So you're in the doghouse because of a misunderstanding with your wife?

Op. No. 2—I understood her to say she wouldn't be back for a week.

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Voluntary Code Support Asked

CHICAGO—Pointing out that members of the coin machine industry were among the first to respond to the President's Re-employment Agreement in 1933, voluntarily establishing minimum wages and maximum hours, a bulletin has been issued by C. S. Darling, secretary of the Code Authority, requesting that members of this industry continue to observe provisions of the code on a voluntary basis. The bulletin reads, in part:

"Donald Richberg, in commenting on the Supreme Court's NRA decision has urged all industries to continue to operate in observance of the Code provisions relating to hours and wages and standards of fair competition.

"Counsel for the Code Authority is of the opinion that pending consideration by Congress of the whole situation, members of the industry may continue observance of the labor and trade practice provisions of the Code. Such action by all members will unquestionably be for the best interests of the Industry, and this includes your company as a member of the Industry.

"In order that we may have an expression of intention of Industry members it is suggested that you write or telegraph this office at once as follows:

"'This to advise that until further notice this company will observe the provisions of the Code of Fair Competition for the Coin-Operated Machine Manufacturing Industry as heretofore approved in Washington and requests the Code Authority to continue to function as may be required for such purposes.'

"The Chairman and Counsel for the Code Authority are keeping in close touch with the situation in Washington. A Code Authority meeting will be held shortly for the purpose of arriving at definite recommendations for Industry procedure under present conditions.

"Your suggestions as to policies and actions to be considered are requested."

●

SUBSCRIBE FOR THE REVIEW TODAY. Twelve big issues for $1.00.

Contacts Across The Nation

LOS ANGELES—A member of the engraving department of THE REVIEW has just returned to Los Angeles from a pleasure trip to Ohio.

"I never was so surprised in my life," he tells. "Every burg we stopped in for gas, oil, or what not, had a CONTACT occupying the center of attention."

And so it is everywhere. Contacts are still the life of the party.

Novel Scoring Marks Divider; Williams Has New Payout Game

LOS ANGELES—Something new in pin game scoring systems is introduced by Harry Williams, head of Automatic Amusements Company, in his latest 10-ball game, Divider.

Variable player rating is the innovation, and is achieved by means of a ball operated by a kicker within an enclosed area. The pocket in which the ball lands determines the number of free games, from two to ten, that the player may earn on a winning score.

In the other half of the enclosed area is another ball which determines the minimum score which a player must make in order to win. These two features, unprecedented in pin game design, have been acclaimed as heavy player attractions by operators who have seen Divider.

With his release of Indicator, a 10-ball automatic payout game, Harry Williams becomes the first western manufacturer to produce a fully automatic pay table. Indicator has been specially designed for use in territories where this type of game is being operated successfully. Within a short time, Harry discloses, Indicator will be available in the ticket model for all locations.

Indicator has the distinction of being a light-up pay table with lifting gates, kicker action, and illuminated anti-tilt device.

●

SEE AD OF LONG BEACH COIN MACHINE EXCHANGE IN BARGAIN MART.

MILLS SLOTS

SILENT ESCALATORS
ALL LATE SERIAL NUMBERS

Every Machine Thoroughly Gone Over, Repainted, Rebuffed, Made to Look Just Like New.

GUARANTEED to be MECHANICALLY PERFECT

ALL EQUIPMENT SUBJECT TO PRIOR SALE

Wire for Special Quotation on Quantity Lots

MILLS MYSTERY Blue Front Golden Venders, 1c, $57.50; 5c	$67.50
MILLS Mystery Grey Front Golden Venders, 1c, $52.50; 5c	62.50
MILLS Regular Grey Front Golden Venders, 5c play	57.50
MILLS Extraordinary Mystery Front Venders, Cherry Reels, including extraordinary stand, 5c play	67.50
MILLS Mystery Front Venders, cross diamond design, almost new, 5c play	57.50
MILLS Spread Eagle, Silent Jackpot Bells, 5c play, $50.00; 25c play	52.50
MILLS Skyscraper Mystery Venders, 1c play, $42.50; 5c play	47.50
MILLS Skyscraper Regular Venders, 5c play	45.00
MILLS Front Vender Escalators, 5c play	45.00
MILLS Q. T. Venders, like new, 5c play	47.50
Pace Comets, side venders, like new, 5c play	40.00
Jennings Duchess, 1c play, $32.50; 5c play	37.50
Mills Goosenecks, Rock-Ola Fronts, 5c 10c, 25c	$17.50 up
Jennings Goosenecks, Rock-Ola Fronts, side venders	$15.00 up
Odd lots, Cailles, Mills, Jennings, from	$10.00 up
Adjustable heavy X stands, new, each	$ 3.00
Percentage Clips, 10 and 20 stops, each	1.00

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NEW PIN GAMES

Crazy Lane	$54.75	Divider	$39.50
Hit or Miss	24.50	Chain-A-Lite	49.50
Rock-Ola 21	39.50	Builder-Upper	44.50
Rotolite	59.75	Dealer	47.50
Spot-Lite	47.50	Ball Fan	39.50
Genco Baseball	49.50	Baby Lite-A-Line	29.50
Tick-A-Lite	49.50	And All Others	

Automatic Pay Tables

Indicator, by Harry Williams	$69.50	Gateway	$97.50
Traffic, Model A	99.50	Hell's Bells	67.50
Gold Rush	67.50	Equity	87.50
		Put 'N Take	67.50

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Light Games Must Have Ideas That Appeal to the Public

By MILTON SWANSTROM
Rock-Ola Manufacturing Corporation

IT was at Soldiers' Field on Chicago's beautiful front yard. Almost a hundred thousand shivering people from all over the country were watching the Army play the Navy. It was a great game, truly worthy of this famous gridiron classic. During the last quarter of play, dusk began to settle over the pillars of Soldier's Field and over the huge crowd. It was becoming more and more difficult to watch the game or follow the ball. And then something began to happen that thrilled most of us there as much as the excitement of the game itself.

Around the big oval of huddled forms, small jets of light began to shoot out—one here, one there. At first it just held us spellbound. We didn't know what was happening. And then it dawned upon us that the little magic lights that were popping up, seemingly from nowhere, were cigarettes being lighted, and glowing in the dark. The sight got so completely under the skin of one radio announcer that he forgot to tell about the progress of the football game and went into a long and enthusiastic description of the beauty of those little sparks of light against the oncoming blackness.

This is just one instance of the fascinating power of lights. They always attract people—thrill them—move them to action—like the millions of dancing lights on Broadway that has made this the most famous street in the world! Lights attract the public in the same magic way that a flame attracts the moth. It is the oldest trick in showmanship. And the best.

Same With Pin Games

And that is the same attraction—the same sure appeal—that fills the cash box of a good "light up" pin table! The lights at the top of the game become a stage in front of a crowded theatre. Before they go on, the audience is waiting breathlessly for the performance to begin. There is a hush. The curtains go up silently. Then the big moment arrives! The orchestra leader steps up, raises his baton. The music starts. THE LIGHTS GO ON. And every person in the theatre breaks into thunderous applause. The show is on!

After all, the operator plays the same part in the entertainment world as the theatrical producer. The locations are his theatres. If he gives them a good show, the public will see that he is well rewarded. Because the public will always pay for a good show, whether it is a theatrical production or a pin game. And lights give to a pin game the same fascination as they do to the stage of a darkened theatre. They have an appeal that cannot be denied. An appeal with a punch behind it.

The very way in which the lights go on hints of something magic. The ball drops into a hole—and presto—there is the light! It's like watching a magician perform. Now you see it, now you don't. That's all part of the old art of giving the public what it wants. Something that has made fortunes for the Barnums, the Ziegfelds, and the others who knew what the public wanted—and what they would pay for.

There is another bit of psychology, too, that makes for the success of a good light up game, something that figures in the actions of just about any human being. That is the desire to show off. And the lights give your players that chance, like nothing else. For, when he makes a good shot, the lights are there to show everybody how skillful he is! And if he didn't do so well that time, he puts out the lights with another coin and does his darndest to see that they light up a better picture of his ability the next time.

Ideas Needed

Well, then, granted that lights draw the crowds—pack a wallop—and add a touch of glamour and magic that makes an operator see $$'s whenever he looks at them. What needs to be done, then, but blindly pick out a bunch of light up games—and settle down to a life of ease and plenty? Unfortunately, life is never quite as simple as all that. At least not in this business. No, you have to pick your light up games, just as you always had to select any other games.

Lights alone are not enough. To discover this, all you have to do is set up two of them side by side and watch one "outpull" the other one. And the reason, if you cars to investigate, is very simple—the same reason that is responsible for the success of any game that has made money for you.

It is the idea behind any game that makes it. That holds true whenever the playing field is full of kickers—whether bells ring—whether lights flash on—or whether balls just drop into the holes and stay there. The idea is the thing! And unless the basic idea that drives the player on to action is powerful enough—no lights, bells, kickers, or anything else can save it. In the case of light up games, there must be a reason for those lights to go on. Is there isn't, the player soon catches on to the fact that somebody is trying to pull a fast one on him. That the lights are there just to make him think he is getting something—when he isn't. And you can't fool all the people all the time, you know.

However, lights do give a game a marvelous opportunity to follow through and enlarge on an idea of proven appeal. If you have, for instance, a game that appeals to a definite urge, that is based on a pastime that everyone enjoys, or a game that everyone knows—then carry out that idea with lights—and, believe me, you have something!

Treat Players Equally

There is no doubt that a light up game attracts on-lookers. And, naturally, when there is a crowd around, there is a fine chance for some good, continuous play. As soon as one player steps away, there is someone else right behind him with a nickel in his hand. And that's a condition that doesn't mak eany operator feel badly. However, the game itself has a very heavy responsibility in a case like that. For the people standing around are likely to keep an eagle eye on how the game performs. And if there can be any doubt about the fair manner in which the game is played, it is just too bad. For instance, players like to see real skill rewarded. If a player shoots a good game, he should get a good score and make a better showing than the fellow who isn't so skillful. The game should be so arranged that anyone has the same chance at the start. And from then on, may the best man win!

Of course, no experienced operator needs to be told that there are many other points to check in selecting the games that are to carry him on to fame and fortune. And in picking his light-up games, the wise operator will use the same standards of value that have helped him measure up other games he has had to choose from. And here, too, good showmanship goes hand in hand with good operating judgment. For the winning game—the light up type included—absolutely must be attractive—downright good-looking, in fact. The design and the use of color must be right. And to be right, it has to be snappy and flashy—without even a suggestion of gaudiness or bad taste. The difference is just like comparing the box office receipts of Earl Carroll's latest Vanities with what's taken in at one of the burlesque shows on a side street at the other end of town!

So it all boils down to this—the light up game has a very definite place in the entertainment of pin game players. And that means extra profits for the operator—profits much too good to pass up. But it means, too, that those profits will go to the operators who have picked their light-up games for the idea behind them, the proper planning of the method of play, as well as for the beauty and good taste of their color and design. If that is done, the sign "Standing room only," will be hung out at every performance!

Daveny Now Western Owner

LOS ANGELES—According to an announcement made the past month, E. Daveny, who has been associated with Art Tanguay in the operation of the Western Vending Machine Company for the past two years, is now the sole owner of the business.

Mr. Daveny, a seasoned operator and well known in the trade, joined the Western two years ago when it occupied a small store on West 10th street. Through his able guidance of the policies of the firm the Western has grown into one of the most prominent jobbing establishments on the coast and is now occuping elaborate showrooms and offices at 1511-13 West Pico Street where the firm has been located for the past eleven months.

Sole possession of the business was taken over on May 15th by Daveny who states that the Western will continue its general jobbing business along the same lines as in the past, i. e., offering to operators at all times the very latest in money-making equipment.

YOUR COIN CHUTE CHANGED
For Any Coin Promptly
Welding *Repair Work* *Locksmiths*
HILLSIDE REPAIR SERVICE
Phone: EXposition 0503 1330 W. Sixth St., Los Angeles

The Progressive March Of Coin Machines In the Southwest Empire

By EDGAR MURPHY

THE coin-operated machine industry, in the great Southwest Empire, has experienced an outstanding growth during the past few years. Hundreds of capable men, real business executives, have left their desks and work-benches to enter the operating field. Distributors and jobbers of coin-controlled equipment have sprung up everywhere like mushrooms, yet they all are receiving good support. Everyone has watched this march of progress by the coin machine industry and has stood by with brows wrinkled in amazement, many desiring to get into the business. Many have got into it, and not to their sorrow, but to their betterment and success.

Location owners have become friendly to the operator and are willing to extend him every co-operation possible. The operators and location owners of the great Southwest are, unquestionably, business partners. And while we are talking about the industry of the Southwest we might also state that everything said for that particular territory goes also for the entire South. Today the South and Southwest are coin-operated machine minded. Some of the very best blood of the industry is to be found midst the white cotton field section of Texas, the pine forest of Louisiana, the river bottoms of Mississippi and North Carolina and among the oil fields of Oklahoma. Texas alone is said to contain 25,000 paying coin-operated units on location with some 1,000 operators rendering a location service that is pleasing. Oklahoma, the state that knew no depression, holds its own as a coin machine center and the men and women of the craft, in that state, are a credit to the industry. They are wide-awake, always alert and keep locations supplied with new, money-making equipment.

Veteran Joe Calcutt

In Louisiana, Mississippi, the Carolinas, Alabama, Georgia, Arkansas and Tennessee, the industry can point to and boast of a fine, sterling set of folks who are handling the business in these states. Joe Calcutt, the dapper manager of the Vending Machine Company, Fayetteville, North Carolina, is one of the oldest established jobbers of the South. Joe was jobbing coin machines before the popular marble games were even heard of, and he is today one of the outstanding jobbers and distributors of the great Dixie territory.

Down in 'ole Birmingham, Alabama, we find the Hurvich Brothers, Max and Harry, who pilot successfully the Birmingham Vending Company, and they are a couple of fine lads to deal with. There are also other jobbers of Alabama who render a good service to the operators of that section.

In Memphis, Tennessee, S. L. Stanley, skipper of the Automatic Amusement Company, has one of the finest offices and showrooms in America. This firm also has an office and showroom in Fort Worth, Texas, managed by the attractive girl jobber, Helen Savage. In fact, Helen is the only lady jobber this side of New York City. She is doing a nice job with the Fort Worth branch and her place is always full of operators, anxious to see the new machine. For-Tex Sales Company, Frank-Rich Distributing Company, Big State Novelty Company, Panther Novelty Company and Walker Sales Company are other leading Fort Worth distributors.

In Houston, Texas, we find among the outstanding jobbers and distributors, Stelle and Horton. South Coast Amusement Company, R. & R. Sales Company, Coin Machine Sales Company and Gulf States Amusement Company. All of the Houston firms are wide-awake and do a large volume of business every week. In San Antonio, Texas, one finds some four or five extensive jobbing firms. Santone Coin Machine Company, Clyde Fowler Coin Machine Company, De Luxe Amusement Company, San Antonio Novelty Company and Sunset Novelty Company are among the leaders of San Antonio.

Dallas Busy Spot

In Dallas, Texas, we find several large distributors and among them are the Electro Ball Company, Earl Reynolds, National Sales & Distributing Company, Folsom & Brown, and Arthur Flake Distributing Company. Dallas is one of Texas' coin machine centers. All other leading Texas cities have good, reliable jobbing firms who are proving themselves instrumental in assisting the operators of the Lone Star state to make more money. Cities that boast of leading jobbers and stand out as coin machine centers are Waco, Amarillo, Beaumont, Texarkana, El Paso, Italy, Wichita Falls, Austin and others.

Passing down to the pine timber state of Louisiana, the state made famous by the dapper Huey Long, we find many jobbing firms existing and expanding daily. Shreveport, Baton Rouge, New Orleans and Monroe are the most active coin machine centers with New Orleans leading the parade. Louisiana is a good state for the business and the coin machine men and women of that section are running along nicely.

Other Southern and Southwestern states also lay claim to active distributors and jobbers. In Oklahoma, where oil fields dot the landscape in every direction, one finds Oklahoma City, Tulsa and Muskogee the leading coin machine hubs. Each of these towns has high class jobbing and distributing houses who are alert to the pulse and every movement of the industry. In Arkansas, Georgia, Alabama and Mississippi the same conditions exist.

Growth Remarkable

It must not be overlooked that operator growth has gone hand-in-hand with the distributor and jobber growth. No doubt, there now exist in these states three or maybe four times the number of active operators that were in evidence four years ago. Four years ago it would have been a trying task to attempt to unearth a jobber. Today the jobber is in evidence, ready and willing to extend the operator a pleasant and profitable service. It is in reality a "new deal" for the coin machine industry in this particular section. It has been a noticeable growth, and a very remarkable one, that the coin-operated machine industry has enjoyed in the great South and Southwest during the past four years. It has been an expansion that can not be turned back. There is a determination to carry on to bigger and better things down where the cotton blossoms grow.

●

New Jersey Meet Attended by 300

NEWARK, N. J.—More than 300 coin-men attended the annual banquet of the New Jersey Amusement Board of Trade, Inc., held May 12th at the Douglas Hotel here. A large group of New York leaders attended, headed by William Gersh of Byrde, Richard & Pound agency, who served as master of ceremonies.

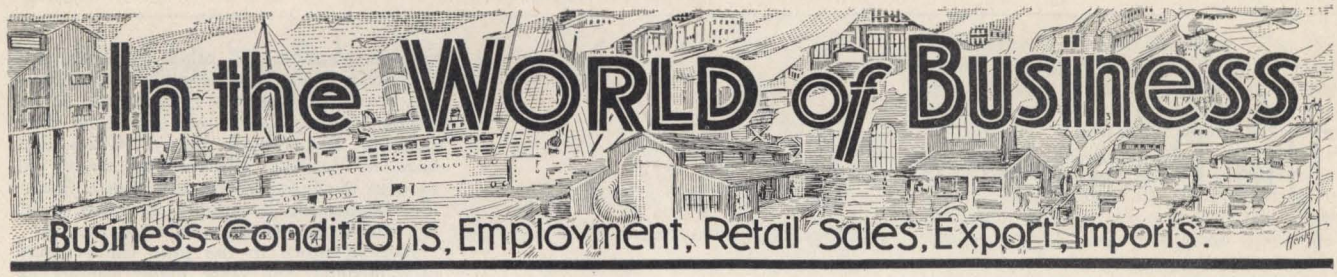
R. T. Young, temporary head of the National Operators' Association; H. B. Gibson, field man of the National Association of Coin Operated Machine Manufacturers, and Judge Harold Simandi were prominent guests.

●

125,500 Coppers Form Part of Bandit's Loot

CHICAGO—When three armed bandits robbed a messenger of the Chicago Elevated Advertising Company of $1,855, they carted away 125,500 pennies that had been collected from vending machines on the Chicago Elevated platforms.

The bandits may have been disappointed that the heavy coinbags weren't filled with more valuable money, but nevertheless it does indicate the volume of business done by the Chicago venders.



Predict Biggest Buy Wave in Yrs.

NEW YORK—A wave of buying unequalled in the past six years was forecast in a survey by the National Association of Purchasing Agents assembled in international convention here.

Strength of this prediction was based on the association's membership of 1600 representing control over about $10,000,000,000 in expenditures annually. Optimism expressed in the survey has a firm basis, as whatever this association does or does not do is of the greatest importance to all lines of business.

Officers declared the time is close at hand when the slack caused by underbuying in the past few years must be taken up, and that billions of dollars would be put into circulation this year.

●

Coin Machine Export Business Is Started

NEW YORK—As distributor of coin machines to foreign countries only, the Commodity Export Corporation has opened offices here at 11 Broadway.

Firm will offer latest American games and used equipment to foreign markets, installing coin chutes adapted to the coins of the respective countries. They will also act as agents for sales to operators abroad.

●

Production of Glass Makes All-Time High

PITTSBURGH—Production of polished plate glass by the members of the Plate Glass Manufacturers of America established a new all time record in April at 16,998,914 square feet, against 16,531,950 square feet in March, the previous record, and 8,629,381 in April, 1934. Production for the first four months this year totaled 60,619,203, compared with 33,604,713 in the like period last year.

●

Freight Car Loadings Are Higher During May

WASHINGTON—The Association of American Railroads announced that loadings of revenue freight for the week ended May 11 were 575,185 cars, an increase of 6120 over the preceding week, a reduction of 27,613 compared with the same week in 1934 and an increase of 40,379 over the corresponding week in 1933.

In the western districts loadings totaled 16,466 cars, a decrease of only 1671 below 1934.

●

Bank Clearings at High

NEW YORK—Bank clearings for the first week in May established a new high level for the year and in addition were the largest of any week since the opening period of January 1932.

Business Briefs

SETTLEMENT of labor difficulties has permitted industrial operations to hold a steadier level, reports Dun & Bradstreet. A lag in some areas is due to weather conditions, as the public appears to have more money to spend—on the basis of unchecked demand for automobiles, radios, electric refrigerators, and a gain of 20 to 25 per cent in paid admissions to motion picture theaters.

A generally satisfactory condition of winter grains, virtual completion of spring seeding, and some improvement in market activity in prices was reported for the bread grain situation in Central and Northern Europe during the last month, according to the Division of Foreign Crops and Markets.

Reawakening of the concern among investors over the desirability of fixed income securities is the logical reaction to the rebirth of inflation thinking in the past month.

The speculative tide is slowly rising; volume of trading in the stock market is on the increase and prices are advancing, but trading has still a long way to go before it comes back to even the rate of a year ago.

●

Money Circulation Shown

WASHINGTON—Money in circulation on April 30 totaled $5,477,736,103, against $5,493,137,741 on March 31 and $5,367,572,469 on April 30, 1934. The per capita circulation on April 30 was $43.12.

Auto Production Leads in Volume

CLEVELAND—Increase from 1933 to 1934 in the automotive industries' output alone was equal to the total net gain for all other industries, and the gains so far in the production of 1935 over 1934 have been mostly due to automotive activity.

Col. Leonard P. Ayres of the Cleveland Trust Company points out, however, that while these facts demonstrate the ability of these producers to improve the quality of their goods and decrease prices in the face of higher wages and shorter hours, the sustained vigor of automobile manufacturing does not furnish an adequate basis for general business recovery.

●

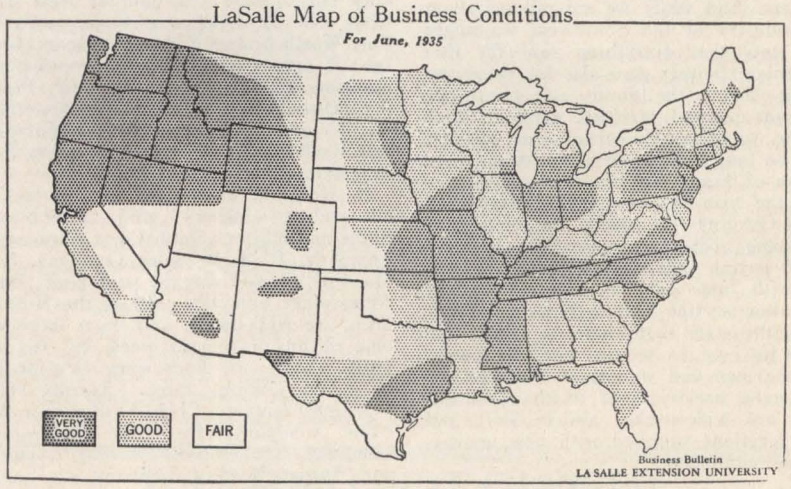
Wage Rate Retarding Recovery Influence

WASHINGTON — Number of persons employed in the United States in March, the latest month for which figures are available, was 13,120,000, according to the Alexander Hamilton Institute. This represented a decrease of 221,000 from the February figure but an increase of 76,000 over the figure for March last year. Unemployment in March this year was greater than in October, 1933.

That the unemployment situation has thus tended to grow worse instead of better, the institute contends, is due to arbitrary code maintenance of wage rates above the level of the national income, and that government measures to reduce unemployment actually blocked re-employment instead of stimulating it.

LaSalle Map of Business Conditions

For June, 1935



Normal Summer Recession Begins

Map Supplied by BUSINESS BULLETIN Division of LaSalle Extension University

Although retail sales and electric-power output continue to show advances, industrial production and car loadings show a normal seasonal decline, which may be expected to continue through July. New financing and stock-market activity continue more active.

The "Very Good" area in the East and West South Central States showed some expansion. Favorable business activity is now indicated in all the larger cities, which should help the employment situation.

Lumber Shipments Hit Highest in Four Years

WASHINGTON—Shipments from the nation's lumber mills during the week ended May 4 was the heaviest of any week since 1931. New business was slightly under that of the two preceding weeks, otherwise largest in volume since November, 1933. Production was below that reported for the previous eight weeks. Although the gain in shipments was notable in the west coast region, all softwood regions reported shipments and orders appreciably above those of corresponding week of 1934.

●

West's Bank Deposits Mount to High Figure

LOS ANGELES—Pacific Coast bank deposits climbed rapidly during the month reaching a new peak for the recovery period. Spendable funds piled up to the highest aggregate in four years.

Piling up of funds, resulting from the federal easy money policy, was engineered deliberately on the financial theory that cheap money should spur business to new activity.

●

Auto Casing Output Up

NEW YORK—Shipments of pneumatic casings in March amounted to 4,204,131 units, against 3,287,394 in February and 4,222,962 in March, 1934, according to the Rubber Manufacturers' Association. Production in March totaled 4,345,571 casings, against 4,382,663 in the previous month and 5,180,122 in March, 1934.

●

Avocado Profit Is Record

LOS ANGELES—Bringing total returns to be received by Calavo growers within the last ten days to the record $100,000 mark, partial distribution in the April marketing pool of $30,000 was made late last week, it was reported by the growers' marketing co-operative. In the preceding week, growers received $74,765.75.

●

Copper Exports Gain

NEW YORK—Since May 2 the price of copper abroad has slowly but steadily advanced until it now is the highest since June 12, 1934, and within 82½ points of the domestic price of 9 cents.

Buying seems to be of a general nature. All sellers here seem to be well pleased with the volume of foreign sales which would indicate that the domestic copper companies and distributors find their foreign business much improved.

●

Coast Auto Sales Up

LOS ANGELES—Automobile sales on the Pacific Coast during April were almost twice those of last year. Total sales of passenger cars in California, Oregon and Washington for April were 28,290, compared with 15,091 for April, last year, a gain of 88 per cent. California led with 20,472 sales, followed by Washington with 5319 and Oregon with 2499.

●

Chocolate Profits Gain

NEW YORK—Hershey Chocolate Corporation and subsidiaries for the quarter ended March 31st reported net profits of $1,506,569 after charges and Federal taxes.

Personality of the Month

THE REVIEW'S HALL OF FAME

MIDGE RYAN

John (Midge) Ryan, Pacific Coast manager of the Mills Novelty Company, joined the organization in Chicago, April 4, 1928.

His first duties as a Mills man were devoted to road work, acting as a good will ambassador and visiting representative.

Traveling over the United States for two years, Midge made the acquaintance of many operators. We could say a lot about Midge's winning personality and his marvelous way of making friends, but this is absolutely unnecessary because any man who has operated coin machines of any type has come to know Midge either directly or through hearsay, and tales of his fine qualities have passed by word of mouth throughout the United States.

About six months of training inside Mills organization handling operators' inquiries was all that was necessary to fit the quick-thinking Midge for his present position.

On September 22, 1930, the crack Santa Fe Chief pulled out of the Polk Street station carrying among its many passengers John (Midge) Ryan. Arriving in San Francisco, Midge immediately set up headquarters at 1182 Market Street, and the wording "Pacific Coast Manager" appeared under his name on all documents, windows and letterheads concerned with the Mills organization.

John is a boyhood friend of V. C. Shay, Mills salesmanager, having lived in the same neighborhood on the West Side of Chicago, attended the same schools. Their friendship through all these years has grown stronger and stronger and today they make "Damon and Pythias" look like a one-night stand.

The secret of Midge's success in the coin machine business can truly be laid to the fact that Midge's outstanding characteristic is *consideration.* Midge, in the parlance of the street, "wouldn't hurt a fly." A remark that is really true of Midge is that nothing ruffles his even temper except a slice or hook on the golf course and even then his anger is appeased immediately by a lucky drive.

Midge in the course of his life has adopted many hobbies, but taking pictures with a motion picture camera is so deep in his blood that we suspect Midge of sliding down into Hollywood during the week-ends and offering his services for nothing. Midge will take pictures of anything, anybody, at any time. His favorite slogan is: "Just wait till I get my camera." His ability at taking pictures is on a par with Les Purington, one of Mills roadmen, who is suffering deeply from the same complex. So, if any of you operators on the Pacific Coast would like to watch the growth of your children in moving pictures, or have your rise in good fortune recorded by taking views of your different abodes as you move up into the millionaire class, just phone Midge and he will be right there with his camera.

Seriously, though, Midge is a strong, quick thinking character. He meets people and immediately makes them his true friends and holds them that way by his dyed-in-the-wool consideration of human nature.

Midge was born and raised in Chicago, has a mother, brother and two sisters living there, and was single at last reports. He is a veteran of the World War.

●

New Yorkers Ask For 1936 Conclave

NEW YORK—Coin machine men of this city have entered a bid for the 1936 coin machine show and convention, which has been scheduled by the National Association of Coin Operated Machine Manufacturers for January 20-23.

NAME and NUMBER PLATES

"IDENTIFY YOUR MACHINES"

Polished brass or aluminum plates with your name and address, consecutively numbered, black enamel filled, overall size ¾" x 2½". Can have any lettering or numbering on plate within reason.

50	@ 7c each	
Total	$ 3.50	
100	@ 5c each	
Total	$ 5.00	
250	@ 4c each	
Total	$10.00	
500	@ 3½c each	
Total	$17.50	

W. W. WILCOX MFG. CO.

Established 1872

564 W. Randolph St., Chicago, Ill.

Write for Circular on BRASS TRADE CHECKS

Druggists Recognize Importance Of Association Label on Games

DETROIT, Mich.—Efforts of the Skill Game Operators' Association to raise the plane of operation have been recognized by the Detroit Retail Druggist's Association in the following editorial by Louis E. Beal, secretary, in the druggists' monthly journal:

"Individual distributors and operators of skill games decided some time ago that their salvation lay in raising the plane of operation. Consequently they banded together to make rules and regulations that would hold them in a favorable position with law enforcement agencies and the general public.

"These so-called skill games may be operated in such a manner that they lie within or mighty close to gambling machines. The operator's main problem was to regulate the machines so that skill, rather than chance, be the means of support. The formation of the Skill Game Operators' Association resulted in consultations concerning objections and the setting up of rules that would remove the same.

"Those drug stores that operate these machines should make certain that the machines bear the label of the Operators' Association. Some operators who are not members could become members if they chose. Others conduct their business in such a manner that the group would blackball them from membership. The good ones on the outside and the bad ones in the same place can hardly be recognized by a druggist who operates one of their games; therefore, the only safe answer is to permit only machines that bear the association label."

Rowe Company Offers Service to Operators

NEW YORK—In line with its policy of co-operation with customers, the Rowe Manufacturing Company has started a new free service which cigarette machine operators should find helpful in obtaining and holding new locations.

This service consists of a pamphlet furnished by Rowe with the customer's name and day and night phone number imprinted; a sticker gummed on both sides with the wording shown white on a red background "This Merchandise Is Guaranteed Fresh. This Establishment is Authorized to Refund Your Purchase Price If You Are Not Entirely Satisfied;" and a form letter which is to be printed on the customer's stationery and mailed to prospects in their territories together with the pamphlet or as a follow-up.

Supreme Is Increasing Its Foreign Business

BROOKLYN, N. Y.—The Supreme Vending Co., 557 Rogers Avenue, under the management of A. A. Berger, has increased its foreign shipments tremendously in the past two months.

Among the countries to which new and used equipment has been sent are Canada, Australia, Porto Rico, Union of South Africa, Wales, England, Tunis, Morocco, Spain, Portugal, Palestine, Scotland and nations in South America.

South Africa Op Is Review Reader

ADDED to the extensive list of REVIEW subscribers in all parts of the world is the name of D. M. Docrat, who is responsible for the mounting popularity of automatic amusement and vending equipment in the distant city of Durban, thriving metropolis of Natal, South Africa.

THE REVIEW now carries news of the latest United States developments in the industry to 21 foreign countries every month.

NACOMM Reports Fewer Bills Out

CHICAGO—With state legislatures for the most part adjourned by now, conditions are reported fairly settled throughout the country by the National Association of Coin Operated Machine Manufacturers, which lists the following new bills:

Florida: H-236—Legalizes and licenses operations of slot machines. Imposes tax of $100 per year on each machine. Introduced by McKinney on April 10. S-57—regulates, licenses and taxes gambling in gambling houses and taxes gambling devices 10 per cent. Introduced by Smith on April 3.

North Carolina: H-1081—Similar to the law enacted February 18, House Bill No. 29, but expressly eliminates games of skill from the prohibition of the existing law H-29. Introduced on April 9.

Tennessee: H-1246—Same as S-915. Provides for a 3 per cent retail sales tax, which will apply to vending machines and amusement games. Introduced on April 9.

Tips and Topics Growing Rapidly

CHICAGO—*Tips and Topics*, well known house magazine of O. D. Jennings & Company, is enjoying world-wide acclaim, not only by coin machine operators but by many individuals outside of the industry.

Absence of too much "house talk" contributes to the effectiveness of the editorial features of the magazine, which is edited by Ken Morley, advertising manager of the Jennings firm. Mr. Morley learned all about house organs in his father's magazine publishing company.

Growth of *Tips and Topics* is indicated by its number of readers in sixteen countries.

Month *after* Month

The Review Prints More Live News and Feature Articles Than Any Magazine in the Field.

To Read The Review is to be Well-Informed.

COLUMBUS PEANUT VENDERS

A route of Merchandise Vending Machines is a safe and extremely profitable investment. Our machines vend pistachios, peanuts, pecans, salted almonds, chick peas, and all kinds of small candy and confections. Let us send you our latest catalog and price list. No Amusement Machine Route is complete without a number of our Merchandising Machines.

✶

M. T. DANIELS
1025-1027 University Ave.,
Wichita, Kansas

CRAZY LANE

HERE'S YOUR POT OF GOLD!

A Bag-full at the end of the Rainbow. . .a Barrel-full in CRAZY LANES

CRAZY HOLE
Just try and stay in this crazy hole... it's a good trick if you do it! Action!
CAPTIVE UNIT
An extra "bonus" score every shot, increases from 500 to 5000 (maybe!), if you hit the trigger!
TWO RECLAIMERS
Possible to win until the last ball; hit the reclaimers, return three 500 balls to play... a new chance!
HIGH SCORE FIELD
Progressive high score field concentrated in center... here "crazy lane" adds new unexpected thrills!
SUSTAINED INTEREST
With only one ba left it is possible t change score fro 6500 to 17000. . .si 500 holes reclaim on Crazy Lane!
NO LOST BALLS
Every ball that reaches the bottom is "kicked" over the "elevated" into the high score field.

Get Your BARREL of GOLD...NOW!

● WHILE THE GETTING IS GOOD!

Big profits in 1935 will depend on whether you carefully pick proven Money-makers. Two-thirds of your success depends on that! For your protection, CRAZY LANE was "proven-on-location!" Players like it . . . because like "Rebound", CRAZY LANE introduces new game thrills and gives the player a break! Write...ask us to give you the actual dollar-and-cent figures which place CRAZY LANE ahead of the field for steady earnings!

$54.75

F. O. B. LOS ANGELES

(22 inches by 45 inches, sturdy solid maple construction, beautiful field in a blaze of color as illustrated, scoring easily adjusted to fit any location, electrical and mechanical perfection. Ten Balls Field fits "Rebound" cabinet as an interchangeable unit only $26.50 f. o. b. Los Angeles)

MANUFACTURED BY

CALIFORNIA GAMES COMPANY

1606 South Flower Street ● Los Angeles, California

"PERFECT PRODUCTS"

ORDER TODAY from Your Local Jobber!

Believe It or Nuts

ACTUAL NEWS ITEMS, WITH PERSONAL COMMENT

By ART WELD

SIX SLUGS IN SLOT

Pueblo, Colo. — Nicholas Smallovich dropped $18 into a slot machine without a payoff. Then he pulled out a revolver and sent six bullets crashing through the mechanism.

"Shoot the works" must have been this gambler's motto.

* * *

ONE IN THE HOLE

Rockland, Me.—In order to prevent the erection of a telephone pole in front of his home, B. C. Perry jumped into the hole that had been dug for the pole and remained there until the telephone company capitulated and refilled the hole.

With him in it?

* * *

WATTA LIFE!

Lancaster, Ohio—O. L. Hayman, a bricklayer near here, recently completed his 27th year of attendance at Sunday school without a miss.

By golly, that's a long time to go without taking a girl to church.

* * *

PITY THE UNDERTAKERS

New York City—In a paper read before the American Chemical Society, Thomas Midgley declared science expects to soon find a way to keep people alive for more than 200 years.

But who would want to live that long, with the sales tax in effect?

* * *

DUNCE DAYS AGAIN

London—Hats in the shape of cones, in white or pastel shades, are on display here for summer wear.

Not a new idea. I can remember when I wore one in front of the class when I didn't have my 'rithmetic.

* * *

SHORT CUT TO SAFETY

Boston, Mass.—August Landel, proprietor of a hardware store, reported to police that thieves had robbed his place of two lawnmowers.

I'll bet the burglars cut corners in making their getaway and didn't let any grass grow under their feet.

* * *

ROOM FOR ARGUMENT

New York City—Dr. Alex Hrdlicka, curator of physical anthropology at Smithsonian Institute, declared that he-men and lovely lassies of Hollywood may have perfect "these, them and those" but none has a "perfect jaw."

He'd find one if he heard our neighbor go into action when her hubby comes home late without an air-tight alibi.

* * *

LABEL MEANS MUCH

Grafton, N. S. W.—While strolling along the coast here, Keith Barker casually picked up a square, fancy perfume bottle. Within, he found a note from Ben T. Smith of Pasadena, Calif., saying he was throwing the bottle into the ocean on Feb. 16, 1930. It had traveled 8,000 miles in five years.

If it had been a whiskey bottle it wouldn't have traveled that far without being picked up.

* * *

SHEDS LIGHT ON CASE

Los Angeles, Calif.—Federal Judge McCormick has ruled that Japanese exporters of incandescent lamps are infringing on a patent held by General Electric Co. by using a monogram similar to the latter's trademark. General Electric claims it sustains an annual loss of $10,000,000 because of the practice.

Ten million loss in lamps is nothing to make light of.

* * *

JUMPING CONTEST

Sacramento, Calif.—Assembly approval is stamped on a measure that calls for construction of a 9-mile speedway between Pasadena and Los Angeles.

Now it'll be a jumping contest between the speedway and Pasadena's "Suicide Bridge" with a handicap of 63 deaths in favor of the bridge.

* * *

YOU CAN FIGURE ON IT

Los Angeles, Calif.—Bankers here announced that after July 1 they will pay only 2 per cent. on savings.

Now watch the public lose interest in banks.

* * *

NEXT THEY'LL BEAT EGGS

New York City—Two men from the University of Illinois, in a demonstration before the American Chemical Society, showed how to do a good job of whipping cream by adding a little gas.

"It's nearly one o'clock, John. Don't you think it's time you got going?"

Now, if they'll apply the same principles to naughty kids, a little gas before whipping, science will have made progress.

* * *

CLOSE SHAVE

Wilkes-Barre, Pa.—Joseph Marmow, a miner, had an argument with a couple of enemies and they promptly shaved off his mustache. Now he has brought suit for $200 damages against them.

And he may win or lose by a hair.

* * *

PAGING SALLY RAND

Washington, D. C.—A manufacturer of "women's invisible panties" has come into conflict with the truthful advertising code. He advertises his wares as "invisible," while the authorities claim there is no such thing as invisible panties.

And I thought all panties were invisible. (Ho, hum; how old-fashioned!)

* * *

THE NAKED TRUTH

Los Angeles, Calif.—Mrs. Adele Farnum has filed suit for divorce, claiming her husband insisted upon frequenting a nudist colony. In his answer, he declares his physician compelled him, in the interests of his health, to visit the colony often.

Now, if we can only get the name and address of his physician, —— (Aw, gwan, finish it yourself).

RELIABLE AMUSEMENT GAMES

2638 W. Pico Blvd. **FItzroy 9029** **Los Angeles, Calif.**

Shop fully equipped for developing ideas and models in marble games. Complete service for rebuilding. Workmanship Guaranteed.

Visit Reliable Today. In addition to operating a first class repair service we also job the latest in moneymaking marble games.

Empire Firm Now Located On Pico

LOS ANGELES — Empire Amusement Company, the well known coin machine jobbing firm headed by Ed Blumenthal, has moved to new and larger quarters at 2690 West Pico Street in this city. The former location was on Venice Boulevard.

"Our new location gives us complete facilities for the display of our complete line of new and reconditioned games," Mr. Blumenthal remarked. "We are now in the heart of 'Coin Machine Row' where all the operators will find it convenient to drop in to look over the games and spend their leisure time."

●

Wedemeyer Offers New Sales Plan

LOS ANGELES—Eric Wedemeyer, with offices at 830 West 10th street in Los Angeles, is announcing a new sales campaign for 30 days only in the current issue of THE REVIEW. Under the plan the Wedemeyer firm is reducing the prices on the Famous Exhibit Streamline Merchantman by giving special discounts in the form of free Viking Merchandise.

Mr. Wedemeyer is on the coast at present and plans on making a trip through the northern part of the state before returning to his main offices in New York.

●

Another Minnesotan

H. H. Greenstein of the Hy-G Games Company, Minneapolis, sends greetings to the gang.

●

We're Showing Him

In St. Joseph, Missouri, is a fellow who wants to be shown that THE REVIEW is on the job. D. Liggett is the name.

Beam-Lite Firm Plans New Game

CHICAGO—The Chicago Coin Machine Company is pleased to announce that their success with Beam-Lite has been so outstanding that the plant is contiuing to run full force in the production of that game. Beam-lite introduced a number of original and novel ideas that made an immediate and lasting hit with operators both in the United States and abroad. This fact is attested to by the many testimonial letters now on file in the Chicago Coin Machine Company offices. Without a doubt, Beam-lite is the greatest success in the history of the organization.

Technicians in the experimental laboratories of the company have been busy developing newer ideas in games, and within a few weeks another table, a fit running mate for Beam-lite, will be announced. Firm officials believe that it will be as great a success if not greater than Beam-lite.

●

Gottlieb Plant's Repeat Biz High

CHICAGO—With preparations under way to introduce the latest Gottlieb game, Liberty Bell, the Gottlieb plant is putting in extra time to meet the demand for Cyclone and Match Play, two games on which the orders are still coming in fast although they have been on the market since the Coin Machine Show.

Repeat orders from operators indicate Match Play is an outstanding automatic payout game, according to Dave Gottlieb, head of D. Gottlieb & Co. Dave went on to say that in almost every city covered by John Rosenfeld, Gottlieb factory representative, the response to Match Play was so great that he has been sending in orders all along the line.

Liberty Bell is a 10-ball payout game which gives the players the added fascination of longer play plus the payout feature. The firm plans to have a large number on hand so that immediate deliveries can be made as soon as the game is released.

●

Key Contest Winners Announced by Modern

NEW YORK—Winners of the three Star-Lite games offered by Modern Vending Company in a novel key contest were Martin B. Lee, of the Amalgamated Vending Machine Operators' Association; Sydney Zupnik of the same Association, and Louis Marshall of the Greater New York Vending Machine Operators' Association. This was the result of the 1,000 keys sent out by the Modern Vending Company to 1,000 operators in the local area. The operators continued to flock to the offices of the firm the days of the contest.

Cards were placed under the glass of each of the machines the moment the operator with the right key was discovered from the many who called at the offices of the firm. The winners were photographed with their machines and left in high glee, stating that this was "one time when they did not have to pay for a game." All three operators are well known here.

S·P·O·R·T·S

By EL THOMAS

WELL, fellows, you asked for it and here it is! You said you wanted a couple of pages in THE REVIEW where you might get a rest from "shop talk." If Art Weld will move over and give me a little room, I'll try to bat out a few lines that are supposed to take your mind off anything serious.

❖ ❖ ❖

FISHING, perhaps? How does that hit you? I'll bet every one of you likes to sneak off for three or four days, your hatband full of hooks and leaders, and head for that certain pool up near the headwaters that nobody else knows about. I'll not bother you now with a guide to the best spots, but it won't do any harm to tell you Western anglers about two of the best spots I know for trout. One is Saddlebag Lake, well off the Tioga Pass road back of Yosemite Valley and worth the packing in to get there. Another is Pyramid Lake in Nevada. Don't fail to put these places on your summer itinerary if you are an ardent Isaac Walton. I might slip you a couple of tall stories about the big ones, but let's save that. I see where Homer Capehart likes the deep-sea stuff. I've never tried for them off the Florida coast, but right out here in Southern California waters we have plenty of sport with barracuda and yellowtail, and they've just come in strong. The live-bait boats get you there nicely if you don't have your own cruiser and can't mooch a trip off Harry Williams. I'll say this: By the time you bring one of those yellowtails to gaff, you've had a thrilling battle on your hands.

❖ ❖ ❖

FUNNY how little I know about sports after being a sports editor for 11 years. But one thing I can't go wrong on in gossiping with you fellows is wrestling. Every time I go down to watch those hippodroming pachyderms, I see at least half a dozen coinmen and haven't any idea how many escape my eye. Get Dave Gensburg and Irving Bromberg started sometime arguing about the respective abilities of Jim Londos and Man Mountain Dean, the current Pacific Coast rage. Speaking of Man Mountain reminds me of the harrowing sight the other night when the 317-pound Dean crushed the little Japanese jiu-jitsu expert, 170-pound Kiman Kudo, with a backward body slam and then took one of his running broadjumps onto the apparently lifeless form of the diminutive Kudo. You know, going to the rasslin' "matches" gives me a great outlet for the barbaric things I'd like to do to some of my enemies who are bigger than me.

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NOW, I'm not going to put myself on record about the World Series yet for a while, or to tell you all the things I'm thinking about the Cards and the Dizzies and Daffies, etc. But I can't help remembering about that Detroit op who blames the Tigers for a slump in pin game play there. The Tigers, now in sixth place in the American loop, must have been a great stimulant to this same fellow's business last summer and fall. It seems that when the gang doesn't hang around the locations listening to baseball broadcasts, the pinball play naturally suffers.

❖ ❖ ❖

YOU got me! Shop again. Let's get back from the ridiculous to the sublime and wander out to the links. I'm not letting out any big secrets when I tell you that all you golfers are going to have the time of your lives in the National Operators' Golf Championship in connection with the 1935 Pacific Coin Machine Exposition. Don't fail to bring along the bag of rusty clubs that hasn't been out since before the crash. I was talking golf the other day with G. R. Pettijohn of Pacific Amusement Manufacturing Company, and do you know what that guy is doing? He was out from Chicago and decided to try his game after a two-year layoff. He played the same Baldwin Hills course here in Los Angeles where I shot a proud 94. Well, old Petty scuffles around the first nine in even 50 and gets hot coming home—for a 37, one over par! That's the darndest way of getting yourself an 87 that I ever heard of.

I didn't know at press time whether Lawson Little got through the British Amateur again or not. He started out wildly enough, but he certainly had everybody talking about that famous stymie shot of his. You remember, in his third-round match with that Lancashire boy, J. Zacharias, each was on the second green in three and Zack putted to the lip, dead in front of Little's ball 18 inches back. Instead of playing for a safe half, Little took a chance of losing the hole if he should knock his opponent's ball into the cup. Guess that's what champs are made of, but Lawson grabbed a mashie niblick, lifted his pill over the other one and square into the hole for a winning four! Oh, me. . . .

❖ ❖ ❖

YOU probably turned to some other column long before this, but just in case you have lasted this long, do you want to see more of this stuff next month—that is, if it's better? And how about shooting in some of those unbelievable yarns on hunting, fishing, golf, or what-not? I'll print it!

SPECIAL TRADE CHECKS
Made of Brass, Steel, or Aluminum and Lettered on Both Sides
ROUND—SQUARE—OR OCTAGON SHAPE

100.....$3.50	300.....$7.50	500.....$10.00
200..... 5.50	400..... 9.00	1000..... 18.00

Prices quoted are for checks with your NAME AND ADDRESS on the one side, and a stock lettering die to be used on the reverse side.
STOCK DIES—Good for 5c in Trade; Good for Amusement Only; Good for Free Play; No Cash Value; Bottle Check 5c; Good for 5c in Merchandise.
Supreme Products Co., 333 N. Michigan Ave., Chicago, Ill.

• First Crazy Lane on Location •

Here is Phil Brown, well known Bakersfield operator, playing the first CRAZY LANE game turned out by the California Games Company. Location is the Padre Smoke Shop in the Hotel Padre, Bakersfield. The chubby fellow facing the camera is "Kid' Lewis, proprietor of the smoke shop. When Phil offered Harry Stearns of California Games $100 for the first game, Harry turned it down in fairness to the 700 previous orders. Phil said: "All right, I'll flip you, $100 or nothing." Harry couldn't resist the challenge, won the toss, and now Phil reports his CRAZY LANE is worth twice the extra price he paid!

Service Man Inspects Factories in Chicago

LOS ANGELES—Edwad Olson, service man for the National Amusement Company, spent two weeks in Chicago recently to become acquainted with manufacturing methods in use in the coin machine factories there. He studied mechanical processes at Bally, Exhibit, and Mills plants in order to become proficient in servicing equipment of these manufacturers for whom National is Pacific Coast distributor.

•

SEE AD OF LONG BEACH COIN MACHINE EXCHANGE IN BARGAIN MART.

L. A. Columnist Sees Effects of Texas Law

EL PASO, Texas—Results of the new licensing law on coin machines recently adopted by the State Legislature and signed by the Governor on May 31st were observed by E. V. Durling, columnist for the *Los Angeles Daily News*, in a recent dispatch to Los Angeles while on tour in Texas.

"Texas has licensed marble games and expects to get $500,000 a year from these popular machines," Durling wrote. He observed that automatic payout machines were enjoying widespread popularity in the Lone Star state.

92 Per Cent

of all coin machine manufacturers use

A. B. T. Coin Chutes

--- SEE OUR AD ON PAGE 9 ---

Operators! Demand A.B.T. Chutes!

Ready Now --- HOMESTRETCH

A. B. T.'s New Horse Race Table

Write for Price and Descriptive Circular

PAUL A. LAYMON

Distributor for A. B. T. Mfg. Co.

1503 West Pico Street
LOS ANGELES, CALIF.

Pennsylvania's Coinmen Rally

HARRISBURG, Pa.—An important meeting of all coin machine men in Pennsylvania was scheduled for June 6th at the Penn-Harris Hotel here to organize a state association which will cope with the proposed enforcement of the pool table license law and its prohibitive tax which would greatly reduce the number of amusement table locations.

Leaders in the organization movement, which was spurred to activity by the need of legal counsel in opposing passage of House Bill 2632, were Samuel Klein of Philadelphia, Meyer Abelson of Pittsburgh, E. A. Freedman of York, Ben Sterling Jr. of Rocky Glen Park, Louis Unterberger of Wilkes-Barre, H. A. Werner of Gettysburg and Irwin Freedman of Harrisburg.

•

Nielsen Veteran In Vending Field

CHICAGO—Hecht Nielsen, factory distributor for the American Chicle Company, is a real veteran in the vending machine business. For more than twenty years Mr. Nielsen has represented the American Chicle Company in the Middlewest, making his headquarters in Chicago.

In addition to distributing his line of ball gum, he has devised a new coin counting device which received an enthusiastic reception when it was displayed to operators for the first time at the Chicago coin machine show in February.

•

Micro-Accuracy Makes Ranger Smooth Worker

CHICAGO—Discussing the Ranger, pistol practice game which shortly will be released by Bally Manufacturing Company, Ray Moloney, president of the firm, called attention to a new means of insuring mechanical perfection.

"We have overcome the 'human element'," Ray stated, "by adopting a system of guides which are placed on the various parts by extremely accurate machines. Thus every essential Ranger part is micro-accurately located with respect to every other part. The result is absolutely correct meshing and timing of all parts—smooth, positive operation—practical elimination of repairs and replacements."

•

THE REVIEW:

Several months ago you carried an advertisement for a manufacturer of marbles for coin machines. As I would like to get in touch with a manufacturer of marbles will you be kind enough to let me know names and addresses of one or more.

R. L. BARBEE,
715 Dudley Drive,
Shreveport, Louisiana.

The west coast is headed for the busiest and most prosperous summer we have had in years. With the World's Fair drawing countless thousands out here this year operators are looking forward to a successful operation season. Summer months are always good ones for coin machine men in the west and with the extra influx of visitors the play should be more than trebled.

The two enterprising operators doing business under the name of the R & H Amusement Games Company, are always alert for new money-making equipment. The boys paid THE REVIEW a call the past month to get some tips and information on some new music machines.

Will P. Canaan has opened new offices at 1044 Venice Boulevard in Los Angeles, where he is promoting the new foursome vender.

Hal J. Robinson is a Pasadena operator who started operating peanut machines in a small way but is now enlarging his operations by adding a string of new machines.

K. C. Furrier, of Oxnard, dropped in on the Los Angeles jobbers last month.

Bill Mobley, who used to operate the Mobley Mfg. Company, is now teaching carpentry on the east side of Los Angeles.

Reports reach the west coast that George Miner, formerly prominent in operating circles and noted for some of the outstanding games that have been products of his workshop, is now connected with the Bally Mfg. Co. in Chicago.

Operators by the scores dropped in on E. S. Mittendorf, new Los Angeles jobber, to make his acquaintance during the past month and wish him success in the local field. Mittendorf is a newcomer on the coast.

One of the Los Angeles manufacturers took a flyer in the meat business the past month and brought five carloads of Kansas City meat out here for wholesale distribution.

C. A. Blake flits hither and yon, not quite making up his mind whether San Francisco is a better spot to light in or Los Angeles. All foolin' aside, Cliff has been a busy man the past month engineering some deals that will make history in the cigarette machine field.

W. E. Simmons, west coast representative for the Rudolph Wurlitzer Mfg. Co., was laid up at the Hotel Leamington in Oakland for a few days the past month but we are happy to report he is now out and around calling on the west coast operators.

E. G. Thomas, of THE REVIEW, took a couple of days out the past month and moved his household furniture to Los Angeles from Palo Alto.

Nels Nelson, of the J. P. Seeburg Corp., is now active in this territory. Nels plans on locating on the coast permanently and spent some time the past month getting Frank Kirk started in the operation of 20 Seeburg Selectophones.

Mr. Robinson, of the Buckley Mfg. Co., is another Chicagoite in our midst. Robinson is enjoying a good vacation in the various coast cities and expects to be on hand for the World's Fair at San Diego.

The Arcades at the beaches are installing new pin games with penny slots and no prize awards.

Mr. Kramer of the Kramer Mfg. Co., in Los Angeles, is a former resident of Vienna. Kramer has been in the States for the past 12 years and before coming to the coast manufactured toys in New York City.

Business is booming around Santa Barbara, reports Oliver Charlesworth, who was in Los Angeles to stock up with new equipment recently.

Bert Buetler, Los Angeles operator, found time during the month to spend a week-end in San Francisco.

With the California Pacific International Exposition opening as a major attraction for summer visitors to the Pacific Coast, several of the operators have been studying the San Diego field closely. One of the boys who went down there for a few days recently is Robert Grindlay, Los Angeles operator.

Here's an item that more properly belongs in the Sports Department, but we'll let you in on it here. Mr. and Mrs. W. B. Sewell enjoyed a very successful fishing trip in the southern part of the state recently, each bringing in a limit catch. They did their angling at Lake Woodward, near San Diego, and have photos to prove the size of the big ones.

While we're encroaching on the sports editor's territory, we might as well tell you about another fishing trip. Mr. and Mrs. Paul Laymon, of the well known Los Angeles jobbing firm, and Miss Freda Alger and Bert Buetler went to Glacier Lodge near Big Pine in quest of mountain trout. Everything was fine—except that they found no place to buy fish on the way home and showed up with only a lot of sunburn for their efforts.

Harold Waddle and Reese McAlpine were in from Visalia on one of their flying trips to Los Angeles not so long ago.

Here's one time an operator took a back seat while the Missus glommed the spotlight. Mr and Mrs. Russell Hooker (he's the well known Los Angeles coinman) went to Sacramento, where Mrs. Hooker took a prominent part in the P.E.O. convention as president of the Los Angeles chapter. Congratulations, Mrs. Hooker.

We can't let the June issue go to press without mentioning that Phil Brown of Bakersfield never lets many weeks pass between his trips to Los Angeles. He was in again during May.

"I don't care if it is the boss. I'm going to go in and get my supper."

A couple of Los Angeles operators, oldtimers with THE REVIEW, have moved their headquarters during the month. Their names are I. B. Gayer and Dave Wittenberg.

One of the leading operating firm in San Francisco is the Milton Vending Company.

Welcome to a new subscriber, E. Daveny of Los Angeles, one of a record number of new REVIEW readers during the month.

When you're up in Washington, drop in on William J. May in Spokane. He has something that will interest operators in the near future, or else we're wrong.

Just received a welcome note from Denver, sent by our friends at the Goodman Sales Company.

If we say something about Pajaro Valley apples, Donham & Grant of Watsonville, California, probably will swell with pride. Success of the apple crop means a lot to these operators every year.

Bet Stanley Turner of Los Angeles is a veteran operator, but we have no way of knowing unless he writes in about himself some time.

O. H. Presher is keeping plenty busy in San Diego with the fair opening and all that.

Another active Santa Barbara operator is W. J. Sparrow.

E. T. Evans is an Arizona operator who keeps in touch with the latest offerings in coin machines through THE REVIEW. He has a large string in the vicinity of Douglas.

Pete Johnson, secretary of the Cigarette Operators' Association, will be glad to know that F. P. Carter of Roscoe, Los Angeles suburb, is a prospective candidate for membership.

Idaho boasts a number of live-wires, among them C. Earl Scott of Pocatello and L. W. Hardy, who is now in Boise.

This month's mail includes a note from A. Hammelef, one of San Francisco's hustling ops.

Glad to hear from Carolyn Haugen, the lady operator of Yakima, Washington.

It's difficult to read minds at a distance. Why not drop us a line and let us know how everything is going in your territory?

●

N. Y. Digger Licensing Asked by Association

NEW YORK—Continuation of a campaign to secure the licensing of digger machines here has been instituted by the Greater New York Digger Operators' Association, which has placed the matter before License Commissioner Paul Moss.

Following a demonstration of the skill angle of the machines, Commissioner Moss ordered a 10-day stay in his notice to sportland owners to disassociate themselves with diggers, and prospects of licensing them were seen.

WE TAKE TRADES

■

LIBERAL ALLOWANCES
on your old equipment toward
NEW GAMES

■

Write for Our Price List

PAUL A. LAYMON, Jobber
Quality Coin-Operated Machines

1503 W. Pico St.
LOS ANGELES, CALIF.

INDICATOR

Harry Williams's NEW

10-Ball Automatic Payout SENSATION!

Here's Harry's answer to the demands of operators who have been waiting for him to give them an AUTOMATIC PAY TABLE.

These Outstanding Features Make

INDICATOR

The Biggest Money-Maker on the Market—At any Price

LIGHTS
on full-visible scoring panel register the play.

10-BALL PLAY
gives the player full value if he wins or not.

ACTION
of lifting gates and twin kicker gives amazing player appeal.

PERFORMANCE
of Indicator is perfect, an example of the Williams mechanical wizardry throughout.

7-Day GUARANTEE
Your money back if Indicator isn't the greatest of all pay tables!

At Your Favorite Jobbers
1-3 with order, Balance C.O.D.

IT'S YOURS WITH INDICATOR *a Volcano of Profits*

Licensed by Consolidated Patents Corp.
Patent No. 1802521

THE SUPER 10 BALL AUTOMATIC PAYOUT MACHINE

$69.50
F.O.B.
LOS ANGELES

SIZE
20"x 40"

Automatic Amusements Co.

2534 W. PICO STREET, LOS ANGELES

LATE NEWS FLASHES From Review Reporters

LOS ANGELES—Sol Gottlieb, popular distributor and jobber, left here by plane June 4th for Dallas, Texas, to be with his mother, who was reported to be seriously ill. He was joined there by his brother, Dave Gottlieb, head of D. Gottlieb & Company of Chicago, and by six other brothers and two sisters. THE REVIEW expresses the wishes of the many friends of the Gottliebs for Mrs. Gottlieb's recovery.

●

TAMPA, Fla.—An important meeting of the Florida Operators' Association was held here May 30th at the Thomas Jefferson Hotel.

●

ST. LOUIS—Walter Koch was elected president of the Missouri Amusement Machine Association, with Abe Jefferies, vice-president; John Beckmann, secretary; Al Miller, treasurer, and Abe Levy, sergeant-at-arms.

●

LONG BEACH, Calif.—Joe Richarme, head of the Long Beach Coin Machine Exchange, says business is swell and the future looks bright. He proves it by buying a new 1935 Ford panel truck. "Service for the boys, you know," sez Joe.

●

WASHINGTON—Total output of cigarettes in the United States during April was expected to exceed 10,200,000,000, bringing the four-month average for 1935 to 500,000,000 per month in excess of last year's record output.

●

LAGUNA BEACH, Calif.—After considerable difficulty here, the operation of pin games is once more secure until the 1936 election, at which time the present licenses expire.

●

DENVER, Colo.—His 22nd anniversary at the same sportland location here was celebrated recently by E. E. Werdin, veteran operator.

●

AUSTIN, Texas.—The new Texas coin machine bill was signed by the governor May 31st.

●

TALLAHASSEE, Fla.—A bill legalizing slot machines and salesboards, under certain limitations, was passed by the House May 22nd after a previous rejection. Bill provides for license and graduated tax designed to raise $500,000 a year for the state treasury. Restrictions include placing of machines and prohibiting of persons under 21 from playing them.

●

SYRACUSE, N.Y.—Senator J. A. Esquirol, author of the New York coin machine law, and Assemblyman James Robinson, who introduced it in the Assembly, were called into the test case being staged here to explain the law's intention regarding pin games, and each declared pinball was regarded as a game of skill, not chance.

●

Manzanares Recordings

HOLLYWOOD—Joe Perry, coast representative for Decca Records, is recording four sides of Jose Manzanares and his tango band. Band opened June 1st at the San Diego fair.

• Covering Southern California for PAMCO •

C. B. Washburn, traveling representative for Pacific Amusement Manufacturing Company in Southern California, and the new advertising car which has just been added to the PAMCO service fleet.

Bally Announces Improved 'Frisky'

CHICAGO—Bally Manufacturing Company will soon be in full production on an improved model of their Frisky pin game, according to a recent announcement by Ray Moloney, president of the firm. "This popular fast-play machine," Ray stated, "was discontinued due to the tremendous demand for Traffic, coming at a time when we were under the handicap of getting settled in our new factory. However, the operators who placed the original run of Frisky machines have been yelling for more ever since we went out of production on it—and they've shown us some collection figures that can't be waved aside."

"Naturally, when a machine shows earning power like that, not even the manufacturer can say it's through. And, now that our new plant is in full operation, we've decided to give the trade, not only more Friskys, but a Frisky that is even better than the original."

The game will be considerably larger, will retain the multi-coin chute, and will incorporate a number of new features to add action and suspense.

●

Morris-Davidson Chief On Coast

LOS ANGELES—Carl T. Morris, joint head of the Morris & Davidson Advertising Agency of Chicago, arrived here June 5th for a visit of three weeks in Southern California.

Mr. Morris, whose firm is well known in the coin machine industry as advertising executives for leading coin machine manufacturers, was greatly impressed by the extensive Pacific Coast market for automatic amusement equipment. He expressed particular interest in the bright future for music operators and complimented THE REVIEW on the leadership shown in its Automatic Music Department.

●

SEE AD OF LONG BEACH COIN MACHINE EXCHANGE IN BARGAIN MART.

Liberty Bell Pay-out Game Has Mint Vender

CHICAGO—In describing the new Gottlieb 10-ball automatic payout game, Liberty Bell, Dave Gottlieb told of its latest innovations.

"On Liberty Bell," said Dave, "we have put a mint vending compartment which will make the game perfectly legal in every location. As a nickel is inserted for play a package of mints is automatically vended. The automatic payout device is arranged so that 'no-value' checks are automatically paid out. Payouts are from 2 to 20 checks, depending upon the score made. These checks can be used to play the game again. The mints are vended only when a nickel is inserted."

Chicago Jobber (to visiting Op)—I think I've seen you before somewhere.

Visiting Op.—Perhaps you have. I've been there.

●

Marry in haste, repeat at leisure—that's the modern gal for you.

●

"I should worry just because you turned me down. There's a lot more fish in the sea."

"Yes, but if nobody's got a better line than you have, they'll all stay there."

●

They just found out what caused the explosion at that Chicago plant the other day. Mike was carrying a load of dynamite when the noon whistle blew.

●

Imagine the surprise of an Arizona operator visiting Los Angeles the other day. His taxi broke down and they had to drive it backwards to his hotel. When they got there, the meter showed the company owed him $2.50.

●

"Didn't recognize me this morning, did you?"

"No, who were you?"

3 for 1!!!

Games	Price
1 – CRAZY LANE, complete . . .	$54.75
1 – REBOUND playboard	18.50
1 – RADIO STATION playboard	18.50

all 3 on 1 order for $64.75

The three Proven Money-Makers built by California Games Company — no better offer ever made to operators!

SEND YOUR ORDER BY WIRE

Above offer is for only a limited number of games.

? **Extra! A Big Free Surprise Package in the cash box with each CRAZY LANE Order**

The Answer to An Operator's Prayer

Replacement Boards for Your Rebound Games . . .

CRAZY LANE board . .	$26.50
NUMBERS board	18.50
RADIO STATION brd.	18.50

—all boards originally made by California Games Co.

2 New Playboards for Forward Pass Games

CLEAN-UP SALE

on all New and Used Games for the Month of June

BALL FAN	ROTOLITE
BASEBALL	DIVIDER
New FRISKY	INDICATOR
HIT or MISS	GOLD GULCH
Chicago Express	SPOT-LITE
BUILDER-UPPER	FLASH
DEALER	TRAFFIC
	GOLD RUSH

200 Reconditioned Games at Very Low Prices

For Example:

Neontact, 44″ $37.50	Barrel Roll . . 37.50
Major League 44″ 15.00	Rebound Sr. . 27.50

Criss Cross-A-Lite, late model 22.50

Slot Machines, Reconditioned, $15 up

All Prices Quoted are F.O.B. Los Angeles

L. A. GAMES CO.

(WM. NATHANSON)

2833 West Pico Street PArkway 2711 Los Angeles, Calif.

Hats off to

ADVANCE has these Rock-Ola Products in stock for you at all times!

ROCKOLA Multi-Selector

Rock-Ola's great new phonograph is the finest job in the business. It gives you everything you want and, yet, sells for less money than any other phonograph on the market. It cost $250,000.00 to produce the ROCKOLA Multi-Selector. So you can bank on quality. See it in our showrooms today.

FLASH

FLASH has the revolutionary free-game coin chute that adds and subtracts like magic. However, do not get FLASH mixed up with any other game of its type. FLASH has a better playing field, a better pin arrangement, a better mechanism, and greater earning-power. Try it on Advance's recommendation. Price **$37.50.**

GOLD RUSH

GOLD RUSH is proving to be **America's best one-shot pay table!** It is a rich-looking game—perfectly named for the Pacific Coast—and is a real gold mine for profits. Put one out on your location, and you will want 100 of these tables in a week. **Price $67.50.**

21

For a light-up game at a low price, there can be nothing better. 21 is good-looking, sure-working, and a cash-grabber par excellence. It's the best of all 21 games. The leader. And it's only $39.50. Make 21 your winning number. **Price $39.50.**

HOLD and DRAW

HOLD and DRAW comes to you now in a new model, and it works 100% right. As for profits, it takes in $200.00 a week in good spots. Need any more be said? For quick service, get in touch with Advance. **Price $29.50.**

ARMY and NAVY

With the new "gold-top" playing field, the perfected mechanism, and the new low price, the ARMY-NAVY is a good bet for any operator. Try a sample today and you will be profitably surprised. **Only $37.50.**

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ROCK-OLA

ADVANCE!

One of the most famous names on the Pacific Coast is that of the Advance Automatic Sales Company's leader: Lou Wolcher. Lou is known by one and all as a very prince of a fellow. A man who knows the coin machine business from A to Z and puts that knowledge to practical use for the operator. That's why the Advance organization occupies such a favored position on the Coast. Advance's offices in Los Angeles, San Francisco, Portland and Seattle make it possible for Advance to serve operators quickly, capably, and satisfactorily. Evidence of Advance's growth and progress is seen in its recent removal into larger and better headquarters, in its opening of new offices, and in its ever-widening circle of friends. Indeed, Advance has earned the respect and confidence of operators all through the West. So, to Advance and its sterling leaders, Lou Wolcher, and his brother, Harry Wolcher, we take off our hats and drink a toast to continued success. It is our hope, and belief, that the future will bring Advance all the fine things it is planning and working for, and which it so well deserves.

"From a great organization, you can always expect great service."

MFG. RMC CORPORATION

800 to 866 North Kedzie Avenue, Chicago, Illinois, U.S.A.

Pin Game Exports Are Significant

CHICAGO—"One of the significant trends in the coin machine business," said J. O. (call me Joe) Huber, of the Huber Coin Machine Sales Co., recently, "is the decided increase in export shipments of coin machines. To say that they are buying machines from the 'rockbound coast of Maine to the sunny slopes of California' is not the half of it. They are buying them from the ice-capped peaks of Labrador to the torrid shores of Africa. Apparently the only people who are not buying them are the Eskimos, and we would not be very much surprised to receive an order for a machine from one of the igloos of the frozen North."

"It is an encouraging sign," Mr. Huber continued, "that operators in Africa, in China and in Russia are able to make money on these machines after paying the stiff imports on them. We already know American operators are making enough money out of them to come back again and again for further machines to add to their chains."

The answer of course is, first that the public demands the machines. They are good sport, and they have enough of the element of suspense to be fascinating. And secondly, the manufacturers are keeping right up to the minute in new trends of interest. Right now the man who is interested in races and ball games will get a great kick out of some of the new machines. The man who is fishing or hunting at a resort will enjoy machines with boards showing these sports. And then the merchandising machines, of course are the quick easy answer to a direct appeal to the appetite of Mr. Citizen.

That is why machines are going bigger, and better and farther every day.

●

Governor Vetoes Bill in Maryland

BALTIMORE—Veto by the governor of House Bill 79, which had received the support of operators, was reported here and serves as a setback to the operation of pin games. The bill, revised into a favorable measure, provided for a $25 occupational tax and $5 fee for each machine.

●

Stafford Page Heads Ass'n in Fort Worth

FORT WORTH, Texas—Stafford Page is the newly elected president of the local unit of the Texas Coin Machine Men's Association, recently formed here to co-operate with the state group headed by Fisher Brown.

Miss Helen Savage of the Automatic Amusement Company is secretary-treasurer. Selection of an attorney for the association was put in the hands of a committee including Nick Nigro, Jack Moloney, Mr. Souter and E. J. McDougall. A board of arbitration, which also was to draft by-laws, includes M. T. Reiners, Tom Murray, Rabbit Clore, Johnnie Wilson Jr., and Ernest Walker.

Under Fisher Brown, the state association is showing rapid growth, with prospects of a membership of 1500 by the end of the year. Sectional dues are $50 per year, with $10 of this amount going toward the state body. There will be a close tie-in with the national association.

Barbershop Blues -- California Games Version ●

Heads of the California Games Company are caught here by THE REVIEW staff artist indulging in a bit of close harmony, inviting operators to join in the refrain. Left to right, Joe Orcutt, Tom Wall and Harry Stearns, broadcasting on the "Crazy Lane" hour.

Viking Predicts 'Turf Flash' Hit

SAN FRANCISCO—Einar Wilslev, president of the Viking Specialty Company, is highly enthusiastic over the latest Groetchen counter game, "Turf Flash," and predicts it will be the outstanding success contributed by this Chicago manufacturer.

"The Viking Specialty Company of San Francisco have been exclusive distributors for the Groetchen Mfg. Co. of Chicago for quite a few years," Mr. Wilslev reports. "Of all the popular machines made by Groetchen and distributed by Viking, the Dandy Vender, the Pok-O-Reel, and the "21" Vender, were tremendous successes, but Groetchen's newest game, the Turf Flash, although released only a few weeks ago, already promises to eclipse them all. The Turf Flash is being advertised for the first time in this issue of THE REVIEW, but as this magazine went to press a hundred Turf Flashes had already been distributed by the Viking Company. Operators are responding quicker to Turf Flash than to any machine previously handled by our organization.

"It took $15,000.00 to perfect Turf Flash, the most realistic counter Horse Race Game that the coin machine industry has created. Like in all previous Groetchen products, no effort was spared to make the game an A-1 machine in all respects.

"Dandy Vender was created more than seven years ago, Pok-O-Reel has been on the market for over two years, the first "21" Vender was put out in February, 1934, but none of these machines is old or obsolete. All three are still being manufactured and sold in quite large quantities. Operators won't part with them, and what few used machines appear are quickly resold at good prices. An investment in Groetchen-made machines is a wise one, for Groetchen-made machines enjoy long life, long life mechanically, and long life in player interest. A great many Dandy Venders of the first model made seven years ago are still on location, taking in as much as ever, and without ever having caused any mechanical trouble. Groetchen-made machines are Packards of the coin machines, just as Mr. Groetchen and his sales manager, Karl Klein, are outstanding personalities of the industry.

"The Groetchen-Viking tie-up, with several years behind it already, is the operators' best guarantee of quality machines and fair dealings."

●

Jack McClelland Chicago Visitor

LOS ANGELES—Jack McClelland, of the National Amusement Company, made a flying trip to Chicago the latter part of May in the interests of his firm's distributorships on the Pacific Coast. He made the journey with Claude Kirk, of Exhibit Supply Company, on the latter's return to Chicago after a visit to Los Angeles.

●

Two More Ops Enter Merchandising Field

LOS ANGELES—D. M. Charters and Matt Cochran, well known pin game operators here, have sold their amusement machine routes and are entering the automatic merchandising field.

Martin Ashman has purchased the equipment and routes of Charters and Cochran.

●

SEE AD OF LONG BEACH COIN MACHINE EXCHANGE IN BARGAIN MART.

Pamco Expands Chicago Plant

CHICAGO—Because of larger production facilities caused by the heavy demand for its new games, Roto-Lite, Neontact, Baby Lite-A-Line and other late models, Pacific Amusement Manufacturing Company has taken additional space in its large building here at 4223 West Lake Street.

Fred McClellan, president of Pamco, reports that both the Chicago plant and the Los Angeles plant, managed by Herbert McClellan, are in full production at present and are still unable to keep ahead of the rush of orders.

Mr. McClellan intimated the possibility of establishing a third Pamco plant on the eastern seaboard to facilitate deliveries in that territory. He recently made a trip to New York to study this project.

Newspaper Backs Sportland Event

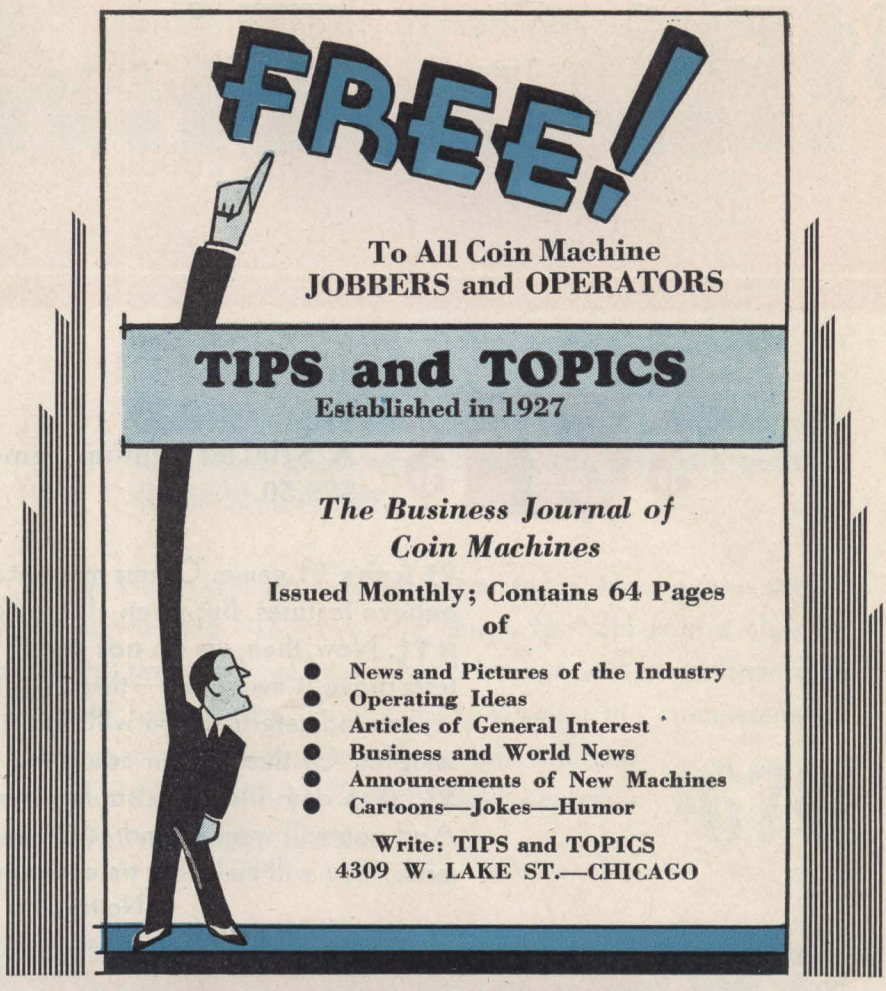
NEW YORK—Sponsored by the Amusement Men's Association, a "Bagatelle Championship Contest" was being planned here as a sportland competition with the support of *The Daily News*, in which entry blanks for the tournament were printed.

Entrants were allowed to practice as much as they desired, with their official qualifying scores to be registered on the basis of a 10-game total. All the Broadway sportlands were co-operating in boosting the event, the finals of which were to be held in the ballroom of one of the leading hotels.

Texas Jury's Ruling Favorable to Games

FORT WORTH, Texas—In the first trial in this county involving a pin game, a jury ruled that the game is one of skill and not of chance and acquitted N. A. Nigro of a lottery charge.

Despite the decision, Assistant District Attorney Stanley Bransford announced he would proceed with trial of 15 other similar cases in the hope of obtaining a conviction so that higher courts may rule on the legality of the machines.



Nathanson Places Crazy Lane Order

LOS ANGELES—One of the largest single cash orders for pin games here recently was the order of William Nathanson of the L. A. Games Company for 100 Crazy Lanes from the California Games Company. Deal involved nearly $5,000.

Nathanson announced he would have Crazy Lane ready for delivery to operators from stock immediately.

Harry Hoppe Now In French Order

CHICAGO—A festive spirit pervaded the offices of the Exhibit Supply Company on the return from Europe of Harry Hoppe, special foreign ambassador of good will for Exhibit.

Harry in a moment of weakness showed one of the boys a bit of white ribbon to which was attached a beautiful cross, and then the story came out.

According to Harry, the order of the "Croix De Sang" was presented to him because he introduced the digger type of machine in France and stimulated the production and sale of novelty merchandise. "The first thousand Exhibit Diggers placed in France certainly made the French manufacturers of novelty merchandise start investigating the reason for the sudden tremendous increase in their sales," said Mr. Hoppe. "When digger machines are used business in general is always stimulated and from this increased business, more people are gainfully employed."

Big Export Biz

LOS ANGELES—Sol Gottlieb Company reports a large order for marble games placed here by a buyer for a firm in Sydney, Australia. Buyer flashed a credit letter for $10,000, all of which is to be spent for American equipment to be exported to Australia.

End your correspondence to advertisers with "I saw your ad in THE REVIEW."

THE SEASON'S ON

BASEBALL

Home Run Board Form 3490

GETS THE PLAY

Takes in (1000 holes at 5c).....$50.00
Pays Out (Average).....$26.00
Average Profit $24.00

Price $2.30 with easel

(Plus 10% Federal Tax)

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Largest Board and Card House in the World

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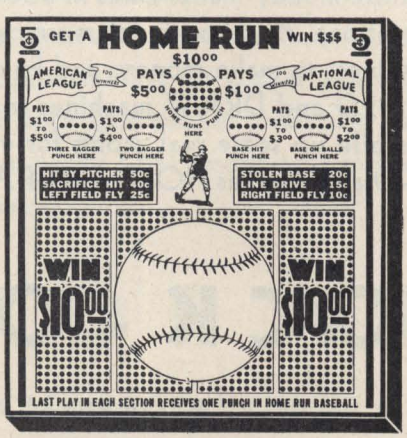

CASH IN ON A LIVE ONE

$$ BIG TIME MO

$ 21 $

**A $100.00 light-up game that gives you everything you want
$39.50.**

21 is **the** 21 game. Others may set forth claims and talk their heads off about mak believe features. But when all the hair-pulling is over, the fact still remians—that **is** 21. Now, then, we do **not** say 21 is the marvel of all marvels. But, we do say—a tests prove it every day—that 21 is a **good** game. Very good. At least, collecti reports indicate that you will find it worth while to try a sample 21. In fact, try t samples. Or three. Then count the earnings: $25.00 a day . . . $30.00 a day . $35.00 a day. Notice, also, how well 21 works. How little care you have to give And you will want a hundred 21 games on your route at once. What's more, you will make big time money with the entire hundred games.

(Notice The Low Price)

$395

$ HOLD and DRAW $

It's the counter game without co petition. The finest, fastest lit money-maker in the United State

HOLD and DRAW needs little introduction to Pacific Coast operators. First ou few months back, it limped a little. Was hurried back to the Rock-Ola Plant Chicago where Rock-Ola engineers worked on it day and night. They performe successful operation. A miracle. Today, HOLD and DRAW is fit as a fiddle. T new model, now being distributed on the Pacific Coast, works like a million dolla Surely, smoothly, and perfectly. Without a halt or let-up. Reports have it that t busy little money-maker takes in $200.00 a week in good spots. $100.00 a week fair locations. And how much more can a man ask of a $29.50 machine? If you are the business to make money, and know a good thing when you see it, send for 5 10 HOLD and DRAW machines today. Let these little miracle machines pile up some real profits for you before the week is up. Your Rock-Ola jobber has HOLD and DRAW. Get in touch with him today.

$295

$

ROCK-OLA MFG.

800 to 866 NORTH KEDZIE AVENUE

SEE YOUR NEAREST RO

NEY MAKERS! $$

$ FLASH $

FLASH is different. Do not get it mixed up with any other game of its type. FLASH is a genuine Rock-Ola Product.

Just because FLASH has a free-game coin chute is no reason why anyone should think it like other games with the free-game coin chute. FLASH is in a class by itself, and until you try and test it, you will never know how good it is—or how much money it makes. FLASH has a better playing field, a better pin arrangement, a better mechanism, and greater earning power. One test will give you the facts. So try a sample FLASH and you will thank your lucky stars for having done so. FLASH really gets the cash.

$67.50

$ GOLD RUSH $

GOLD RUSH is proving to be America's best one-shot pay table. And now — you can get it in two models: the Regular and the Check Separator.

GOLD RUSH brings back the gold rush days of '49. It really is a rich mine of golden profits. And now that it can be had in the Check Separator model as well as the Regular model, GOLD RUSH is more popular than ever. GOLD RUSH, of course, is a beauty for looks. Its black-green-and-gold cabinet is an attention-getter. Its bright sunny playing field develops interest. And the pin arrangement plus the fascinating field features keep the crowds playing day and night. GOLD RUSH is rapidly becoming an established favorite with Pacific Coast operators. And you will find it profitable to see, profitable to sample, and profitable to operate. GOLD RUSH is sure to make a profit-killing for you, if you will give it just half a chance. Do that. See your nearest Rock-Ola jobber today. Be sure to specify whether you want the Regular or Check Separator model (only $5 extra for the Check Separator).

$67.50

RMC

CORPORATION

CHICAGO, ILLINOIS, U. S. A.

OLA - JOBBER AT ONCE!

Operating Scales

(*Continued from Page* 11)

it is in the formative stage, most city councils and other bodies will gladly take into consideration facts that are presented in a business-like way. The trouble is that most people not informed about the coin machine industry believe that every cash box yields huge sums and they want to slap on a tax without studying the matter of its proper proportion.

25 Per Cent Commission

Another problem which scale operating has in common with other phases of coin machine operating is "commission boosting." When Mr. Shalda's organization, established for 50 years, had little or no competition, 25 per cent commission was a standard figure. A location big enough to use more than one machine got 30 per cent, and that was "tops." Nowadays commission boosting has developed as a result of competition but is largely self-regulating because there is a definite limit to the margin on which scales can be operated at a fair profit. The only justifiable variation from a 25 per cent commission, in Mr. Shalda's opinion, is for locations which have a high rental. Store proprietors in these expensive locations contend that the machines should pay a proportionate share of the more costly floor space they occupy, and in these cases the commission may mount to as much as 33⅓ per cent. The operator is able to pay this higher commission because his machines take in more money in the better spots. However, the scale usually occupies space that is not utilized for anything else.

As with other types of automatic equipment, Mr. Shalda states that location ownership simply does not work out satisfactorily. Everything is fine as long as the scale is new and accurate, but the location owner is not able to repair or adjust the machine and, more frequently than not, neglects it until its attractiveness and earning power are gone. Often location-owned scales are out of use before they have paid for themselves. Further, the inspection by the bureau of weights and measures is an added burden for the individual whereas this factor is handled efficiently through the systematic arrangements of the operating organization.

Service Cost Constant

Another point in scale operating is the fact that the cost of servicing and maintenance is the same in good times or bad. A service man can take care of about 20 machines a day, and he makes his rounds just the same whether the collections are large or small. The machines must be built to stand hard outdoor usage and weather conditions and still retain their accuracy, but nevertheless the repair department must be maintained. Machines are constantly being painted and overhauled to keep up their earning power over a period of years. Pacific Peerless keeps a record of each piece of equipment. Each machine is serviced every 30 to 60 days.

It is interesting to note Mr. Shalda's personal analysis of trends in public attitude toward coin-operated scales. He says that burglaries of coin boxes are not a major problem and repeated cases usually are traceable to organized gangs. Thumbing over pictures from a "rogues' gallery" of persons convicted for robbing scales, he pointed out that most of these had previous records. It's not a case of hard times causing people to break into scales to get pennies for food. Mostly, it's a case of petty vandalism. There have been more cases of damage to scales since repeal—not to indicate there are more drunks, necessarily, but a slight increase in the number of "strong men" who get a little power under their belts and like to display their muscular ability on the public streets by bending lamp posts and playing havoc with semi-movable things like scales.

"Strong Man" Nuisance

Mentioning this recalled to Mr. Shalda an experience of pre-prohibition days. His firm had a number of scales on location on the amusement pier at Long Beach. It was only a fair location at best, with amusement concessions drawing from the scales, but he withdrew the equipment rather quickly one day after finding that a couple of "he-man" sailors on a lark had playfully tossed two weighing machines into the ocean.

Mr. Shalda attributes some of the increased petty vandalism in the past few years to a vague resentment on the part of some people to modern mechanical equipment. They get the idea that the machine age has thrown them out of work and take out their spite by damaging a machine. At least, that's the best way Mr. Shalda can account for these incidents which were scarcely noticeable a few years ago and now occur as frequently in a month as they formerly did in a year.

These are the opinions of a man who for years has been associated with the operation of coin-controlled weighing machines, who has seen the business grow to such an extent that the public now depends on its service instead of regarding it as a novelty, and who believes that competition is the best stimulant to improvement.

●

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Gum, Candy, Nut Venders

Northwestern Corp., Morris, Ill.
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Lohmullers Penny King System, Riverside, Ill.
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GOLF TOURNEY

* * * * * *

Is Coast Show's

* * * * * *

BIG FEATURE

LOS ANGELES—One of the novel entertainment features of the Pacific Coin Machine Exposition here September 9, 10 and 11th is the big Championship Golf Tournament to be staged for coin machine men only.

Golfing coinmen from all over the United States will participate in the tournament, which will be staged free of charge at the exclusive Valley Park Country Club course on Ventura Boulevard. This has been made possible by the generous offer of E. C. McNeil, president of the California Cigarette Vending Machine Operators' Association and manager of the Valley Park Country Club. "Mac" has donated the club's facilities for the exclusive use of coin men for one day during the Coast Show and expresses the hope that a National operator will win the championship.

In addition to the perpetual silver trophy which THE REVIEW will present to the winner, there will be numerous other prizes for players of all degrees of skill, with a blind bogie event thrown in to make the affair highly interesting.

So don't forget your clubs when you come to the Coast Show in September. Remember, it's free golf and lots of fun at one of the most beautiful country clubs in Southern California, with an honest-to-goodness coin machine man as your host for the day! Look for entry blank in the next issue of THE REVIEW.

●

"Who ever needed liquor to do his best work?"

"A bartender."

• Texas Hot Shots •

A large number of Texas operators and jobbers are arranging to attend the Pacific Coast coin machine show next September.

•

Fort Worth operators association held their regular meeting on Monday May 20th. A number of important problems were discussed and Leslie Frankrich presided in the absence of President Stafford Page.

•

Helen Savage, manager of the Automatic Amusement Company, Fort Worth, is one of the few woman jobbers west of New York City and the youngest woman jobber in the world.

•

Ernest Walker of the Walker Sales Company, Fort Worth, has invented a unique coin chute which will be manufactured in Chicago. The slide is adaptable to phonographs and shows the last coin played.

•

Operators in the Panhandle section are all smiles since the recent good rains in that section. Receipts are gaining daily, is the report from that territory.

•

The local organizations of Texas coin machine men are functioning in fine shape. About 15 locals have been completed and their delegates elected to serve as a board of directors for the State Association.

•

The coin-operated phonograph business increases daily. Hundreds of units are being placed weekly and shipments are coming into the state in carload lots. Four major manufacturing firms are supplying the phonograph needs for Texas.

•

The annual meeting of the Texas Operators Association will be held at San Antonio, April, 1936. There will be a two-day session and an exhibition of coin machines will be in evidence. In reality it will be a two-day coin machine show, the first to be held in Texas.

•

A case will be tried in the Court of Civil Appeals at Austin to determine and prove the fact that it was the full intent of the last legislature to legalize marble games of every description when it passed the new tax bill.

•

Live-wire

That's what they say about Harry K. Baker, who is an aggressive operator in Worcester, Massachusetts.

3179 Operators CAN'T BE WRONG...!

**they all read the* REVIEW

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PACIFIC COIN MACHINE REVIEW
1113 Venice Blvd.
Los Angeles, Calif.

Long Beach Ass'n Backs Officials

LONG BEACH, Calif.—Support of the Long Beach Amusement Games Association has been given to members of the City Council and the City Attorney in a campaign to repudiate the instigators of the recall proceedings against the city officials.

At the association's meeting May 21st at the Long Beach Coin Machine Exchange, $50 was voted to back the officials in their fight against ouster proceedings. C. C. Griggs, who offered the motion, and C. L. Overgard, who seconded, charged that the recall movement has no justification and pointed out that the City Council has co-operated with the association.

The operators organization instituted a novel plan to replenish its treasury for the $50 expenditure. Members will take chances on punchboards, with half of the proceeds going to the treasury and half to the winners.

C. J. Eshleman, president, and Joseph Richarme, secretary, officiated at the meeting. After adjournment, the members turned to entertainment by competing in a marble game contest, much like the mail carrier who goes for a hike on his day off!

Texas Bill

(*Continued from Page* 13)

47, Article 3, of the Constitution of the State of Texas, shall be authorized.

"Section 8. If any section, subdivision, paragraph, sentence, clause or word of this Act be held unconstitutional, the remaining portions of same shall, nevertheless, be valid; and it is declared that such remaining portions would have been enacted, notwithstanding such unconstitutional portion hereof.

"Section 8-a. If, for any reason, this Bill shall be held to be unconstitutional, or void in any manner, then and in that event, and only in that event, there is hereby levied in lieu of the taxes herein above levied, an occupation tax of $10.00 per year on every coin-operated machine or device of every kind and character, where the coin used to operate such a machine is a five-cent piece, or coin, or coins of greater value; and on every machine or device of every kind and character operated with, or by means of a slug or slugs of any kind or character, an occupation tax of $10.00 per year.

"Section 9. The fact that the present tax on the subject matter hereof is inadequate, and many evasions of the tax on coin-operated vending machines now exist, create an emergency and an imperative public necessity that the Constitutional rule requiring bills to be read on three several days in each House, be, and the same is hereby suspended, and this Act shall take effect and be in full force and effect from and after its final passage, and it is so enacted."

Baseball Flash!

The fastest salesboard on any counter. The players pick it up to look at the photographs of the baseball players and they all want a chance to select the ball player who pays the $5.00.

Right up to the minute! . . . you can order a carload.

Take-in $30.00 — Pay-out $17.00 — Profit $13.00
Price $1.10, plus 10% U. S. tax

GARDNER & COMPANY
2309 Archer Avenue, Chicago

44 N. 4th St. Philadelphia
417 Market St. San Francisco
24 W. Connecticut Seattle

600-BAS

READY SOON!
RANGER
PISTOL PRACTICE GAME
WITH OR WITHOUT
AUTOMATIC PAYOUT
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EXCLUSIVE TERRITORY FRANCHISE
WRITE FOR PROPOSITION — TODAY!
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MECHANICALLY PERFECT
COMPARE!

The only Digger with Automatic Candy Vendor so constructed that the player receives a specific purchase of candy . . . cannot be operated if there is no candy in it. . . . think what this means to new territory . . . one of the many Mutoscope Exclusive Features. Pat. Pend.

OPERATORS---
DISTRIBUTORS
Write for
SPECIAL PROPOSITION
We Can Save YOU MONEY

THERE IS NO SUBSTITUTE FOR
QUALITY!

The earning power of the CRANE in its aristocratic walnut cabinet is based on its unique ability to get into the finest locations—and hold those locations for years at a stretch. Any one who operates this "Rolls Royce" among diggers will never be satisfied with anything less perfect!

LOOK AHEAD 5 YEARS

and you will buy Mutoscope Quality

The New Mutoscope Crane with one piece frame, shatterproof glass, and 20 other points of superiority. Conceded to be the Greatest Money Making "Automatic Merchandiser" in the World—

Write Today for Prices and Terms

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INTERNATIONAL MUTOSCOPE REEL CO. INC.

516-22 WEST 34TH STREET, NEW YORK CITY.

TRADE MARK MUTOSCOPE REG. U.S. PAT. OFF. WORLD FAMOUS SINCE 1895

NRA

AUTOMATIC MUSIC

June 1935 — Edited by EL THOMAS, Los Angeles — Page 49

The Wise Music Operator Sets 25% Top Commission

Are you making a fair profit out of your music operations, or does a large portion of your just share go up in smoke in the form of unnecessarily high commissions to the location owners?

Do you think the location owner is doing you a favor by allowing you to place your expensive automatic phonograph in his place of business?

Do you assure yourself against loss if a prospective location turns out to be a poor one?

All right, then read some suggestions that all good operators would do well to consider if they are in business to make a reasonable profit for themselves as well as to provide music service for the clubs, taverns and resort where their equipment is located. These suggestions are from Frank Paskowicz, a Chicago operator who points out why a 25 per cent commission for the location should be the maximum and how the location owner may be made to understand this.

"I operate some Mills Dance Masters that we use in taverns here in Chicago," Mr. Paskowicz says. "This winter things were rather slow, as everyone knows things are every winter.

"When I come in to get a location, I tell the tavern keeper that I can't afford to give him any commission the first week my equipment is in his place. I tell him I don't know what kind of a business the machines will do there.

"I also tell him: 'You see, it will cost me cartage to get the machine here, and if business is no good it will cost me more to move it out again. So you see why I can't afford to give you any commission the first week. Instead of you paying out money for music as you did before or are now doing, this will save you money each week. Also you will have music any time of the day or night even if you do put in a few dollars a week yourself, and you will be ahead of the game after all.'

"This is the way the smart operator works his new locations and gets a break on his locations. The first week is always the best week, to be sure. After four dollars that we take off each week for services, records, needles, tubes, etc., we give 25 per cent to the location owner and keep 75 per cent for our end. That's the only way to make a profit—not like some fool operators who take off five dollars a week and give the location owner 50 per cent of the balance over that amount. You can't make any money that way."

Some of you may disagree with Mr. Paskowicz, others may be in hearty accord, and still others may have systems of their own which are equally productive of good results and which bring the operator his fair profit while giving the location full value. THE REVIEW would like to hear about your ideas. Simply address the Automatic Music Department of this magazine, 1113 Venice Boulevard, Los Angeles.

After all, this question of commissions is the most important phase of music operating. It's the one place where an operator may be guilty of poor business tactics by being too liberal—it's the one item, unlike equipment, records, service, etc., that has no fixed cost unless the operator himself sees to it that it *is* standardized. Let's hear from you; your ideas will prove helpful to other operators and serve to promote understanding of the situation among all of us.

6 BEST SELLERS *in* SHEET MUSIC *for* MAY

Based on sales figures of leading jobbers from coast-to-coast:

When I Grow Too Old To Dream
About a Quarter to Nine
What's the Reason?
Isle of Capri
Lullaby of Broadway
Lovely to Look At

R. & H. Boys Going In For Music In Big Way

LOS ANGELES—Some of these days the R. & H. Amusement Games Company at 2942 South Normandie will have to change its name. Members of the firm, well known operators here, revealed in a recent call at THE REVIEW office that they are going strong for automatic music equipment and in the near future will concentrate on this field.

●

If you want to read some good suggestions for stimulating location business, turn to "Odds and Ends" by L. C. Force, in this department.

Saviers Can't Resist Urge for Reno Music

RENO—H. E. Saviers & Son, Inc., have again entered the coin operated music field here. Firm, during 1929 to 1932, operated a large number of coin operated instruments. Along in 1932 this firm sold out the equipment making a handsome profit from the operation and sale of large chain of instruments extending from Las Vegas to Reno and east to Elko.

Seeing a new field since the repeal of the eighteenth amendment, the wide-awake firm of H. E. Saviers and Son again entered the field of coin operated music and received their first shipment of Wurlitzer Simplex in May. As Mr. C. E. Saviers puts it, "we divorced the coin operated music business in 1932 and remarried it again in 1935. . . . Reno fashion you know."

We are all happy to see this well experienced firm re-enter the coin operated business in Northern Nevada and with a fleet of trucks the locations can be assured of prompt service.

●

La Forge Active On Capehart Biz

HOLLYWOOD—One fellow who is doing a lot of hustling out here, even though he isn't connected with the movie industry, is H. G. La Forge. For the benefit of those who haven't met him already, Mr. La Forge is western representative for the Capehart Corporation and needs no further introduction than to mention that he has made many operators happy by taking their orders for Capehart Orchestropes.

●

● Flowers ●

EDITOR, THE REVIEW:

We certainly want to compliment you upon the May issue of your publication—the first coin magazine to incorporate a special section for the benefit and interest of music operators.

The May issue was most interesting and we're sure the readers will find it equally as interesting.

We made sure that Mr. Capehart and Mr. Wurlitzer both had the opportunity of seeing the things you are doing and each of them expressed the thought your idea of a special music section was an unusually good one.

We look forward with interest to receiving further issues and you may rest assured that Wurlitzer-Simplex will be represented within the advertising columns.

We appreciate the kind of co-operation you are giving us.

R. G. NORMAN, Advertising Manager.
The Rudolph Wurlitzer Mfg. Co.

First with HIGH

THE GREATEST ACHIEVEMENT IN COIN CONTROLLED MUSICAL INSTRUMENTS

Here's What High Fidelity Means

HIGH FIDELTY (meaning true tone control) is "a marvelous new development which brings out" in clear, rich tone, the bass and treble in a musical recording. When you play the new HIGH FIDELTY SELECTOPHONE, you actually think the musicians and entertainers are in the very same room with you. We repeat, to full appreciate HIGH FIDELTY SELECTOPHONE, you must hear and see it.

Indirect Record Case Illumination

Concealed, indirect lighting illuminates the entire record case. This makes the program easier to read and adds more beauty to this Seeburg masterpiece.

Operate on A. C. and D. C. 32 Volt

Completely eliminates the use of a converter.

Nickel and Dime Coin Chute

Takes up to and including 20 nickels or 10 dimes at the same time. Records automatically play in the order of their selection.

Easily Accessible Coin Box

The most accessible coin box in any coin controlled phonograph! Can be reached fast and easily from either the front or rear.

Easy-to-Read Program Holder

A vertical, well lighted program holder that is exceptionally easy to read.

Convenient Location Size

The HIGH FIDELTY SELECTOPHONE is 26 inches wide, 21 inches deep and 49 inches high. Easily hauled on the trunk rack of an automobile. Operators call it, "The sensible and convenient location size."

Dual Type High Fidelity Amplifier

Controls both bass and treble registers. Easily handles four extra speakers with no loss in volume.

Oversized Speaker

Handles greater output of power with no tone distortion.

New Improved High Fidelity Pickup Head

Magnetic type—perfectly matched to operate with speaker and amplifier.

Exclusive Vibration Proof Chassis

Entire chassis set on springs. This absolutely prevents any case vibration. Do not confuse our spring mounted chassis with the rubber mounting which will vulcanize and become hard, thereby defeating its very purpose.

Five Beautiful New Color Combinations

Crimson with gold and black striping. Apple green with gold striping. Silver with light and dark green striping. Old gold with pale blue striping. Natural finish yellow with black and silver striping. All of these finishes are indestructible. You can pour boiling water or alcohol up to 138% without damaging the finish. These finishes are also chip proof and stain proof.

Foreign Representative

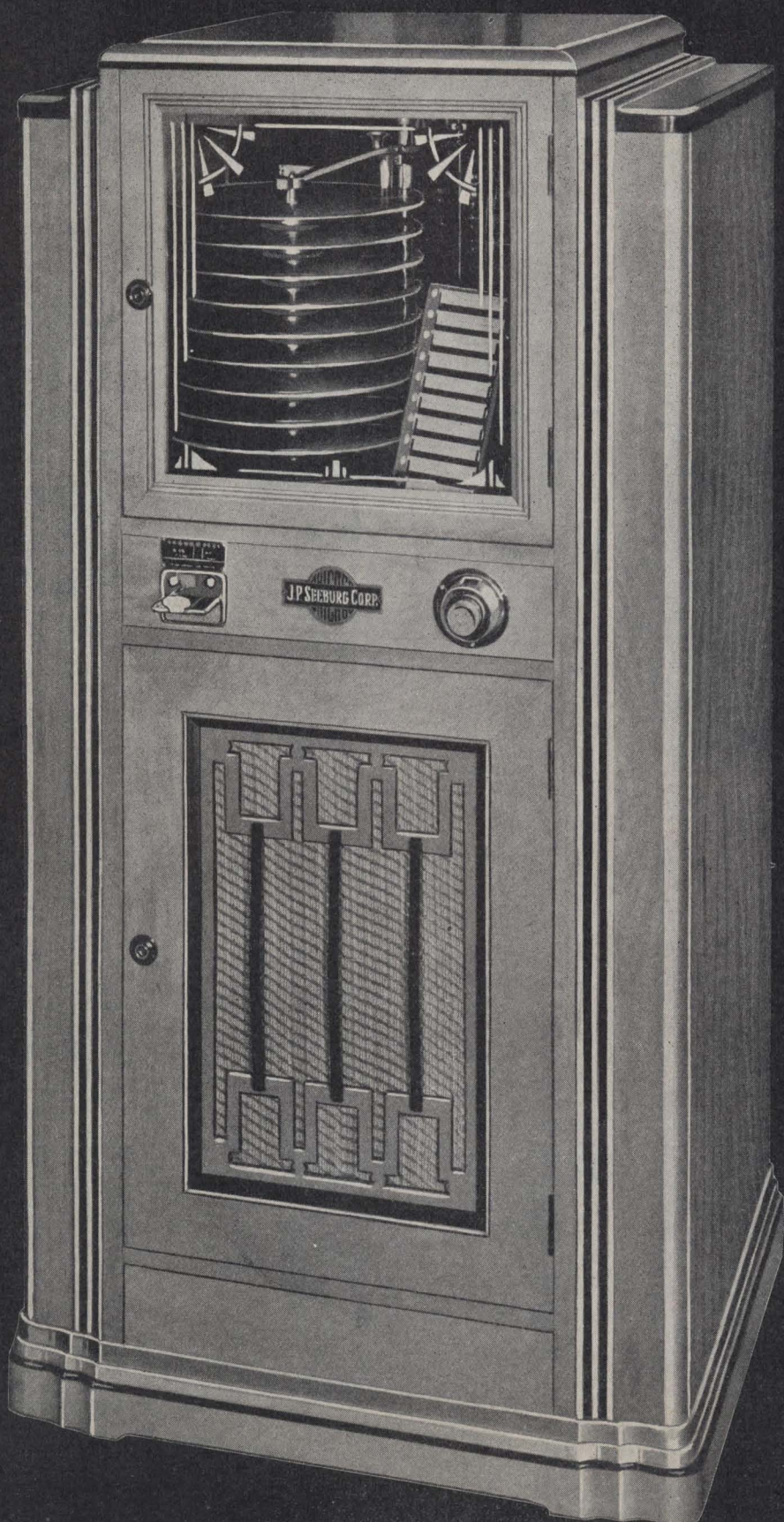
BURROWS AUTOMATIC SUPPLY CO.

78-71 Fetter Lane, London, England

J·P·SEEBURG CORPORATION

1510 DAYTON STREET • CHICAGO · ILLINOIS

FIDELITY *Selectophone*



The "K.O." Referee

PICKING THE WINNERS
HERB ALLEN'S CHOICE
FOR THIS MONTH

THE WINNAHS!!! Here are the records that have K.O.'d all contenders for top position in the phonograph operator's world—and they have the pep and muscle and stamina to STAY ON TOP!

	for the HEAVYWEIGHT CHAMPIONSHIP — BRUNSWICK	for the MIDDLEWEIGHT CHAMPIONSHIP — VOCALION	for the LIGHTWEIGHT CHAMPIONSHIP — MELOTONE
1st Round	7440—Merry-Go-Round—Fox Trot Admiration—Fox Trot Duke Ellington and his Orchestra	02657—Mean Mistreater Mama Vocal with Piano and Guitar Blues Before Sunrise Leroy Carr and Scrapper Blackwell	M-13409—Sugar Blues—Fox Trot Tear It Down—Fox Trot Clyde McCoy and his Orchestra
2nd Round	7448—Chasing Shadows—Fox Trot The Lady in Red—Fox Trot From the Warner Picture "In Caliente" Louis Prima and his New Orleans Gang	02865—Cold-Blooded Murder Vocal with Piano and Guitar Sail on Little Girl No. 2 Bumble Bee Slim	M-13325—Hoosier Stomp—Novelty Hot Dance Oakville Twister—Novelty Hot Dance Hoosier Hot Shots
3rd Round	7411—Moonlight Rhapsody—Fox Trot Avalon—Fox Trot Cab Calloway and his Orchestra	2927—Milk Cow Blues—Novelty Hot Dance There's Gonna Be the Devil to Pay Clarence Williams and his Orchestra	M-13417—She's a Latin from Manhattan—Novelty Fox Trot From "Go Into Your Dance" Chasing Shadows—Novelty Hot Dance Chick Bullock and Levee Loungers
4th Round	6038—Rockin' in Rhythm—Fox Trot Twelfth Street Rag—Fox Trot Duke Ellington and his Famous Orchestra	2913—I Believe in Miracles—Fox Trot The Isle of Capri—Fox Trot Wingy Mannone and his Orchestra	M-13419—Get Rhythm in Your Feet—Fox Trot (And Music in Your Soul) If You Want My Heart—Fox Trot (It Belongs to You) Both from "Frankie and Johnnie" Will Osborne and his Orchestra
5th Round	7431—Sugar is Sweet and So Are You—Fox Trot Swing Me with Rhythm—Fox Trot Louis Prima and his New Orleans Gang	2511—Beer Garden Blues—Novelty Dance Breeze—Novelty Dance (Blow My Baby Back to Me) Clarence Williams and his Orchestra	M-13421—Kiss Me Goodnight—Fox Trot Love Song of Tahiti—Fox Trot Theme Song "Mutiny on the Bounty" Joe Reichman and his Orchestra
6th Round	6800—I Got Rhythm—Fox Trot From the Musical Comedy "Girl Crazy" Ol' Man River—Fox Trot From Ziegfield Production "Show Boat" Glen Gray and the Casa Loma Orchestra	2963—Every Little Moment—Fox Trot Black Coffee—Fox Trot Wingy Mannone and his Orchestra	M-13423—Footloose and Fancyfree—Fox Trot Take the Ache from My Heart—F. T. Smith Ballew and his Orchestra
7th Round	7412—Dinah—Vocal Trio with Guitar Alexander's Ragtime Band—Vocal Trio with Orchestra The Boswell Sisters	2945—Battleship Kate—Fox Trot The Florida Blues—Fox Trot Wilbur Sweatman and his Orchestra	M-13389—About a Quarter to Nine—Nov. F. T. From "Go Into Your Dance" I'm Livin' in a Great Big Way From "Hooray For Love" Chick Bullock and Levee Loungers
8th Round	7377—A Porter's Love Song—Vocal with Orches. (To a Chambermaid) He's a Curbstone Cutie—Vocal with Orches. (They Call Him Jelly Bean) Pinky Tomlin	2956—I'll Never Say "Never Again"—Fox Trot Get Rhythm in Your Feet (And Music in Your Soul)—Fox Trot From "Frankie and Johnnie" Henry Allen and his Orchestra	M-13405—The Lady in Red—Fox Trot To Call You My Own—Fox Trot Both from "In Caliente" Joe Haynes and his Orchestra
9th Round	6611—White Jazz—Fox Trot Blue Jazz—Fox Trot Casa Loma Orchestra	2957—What's the Reason (I'm Not Pleasin' You) Fox Trot From "Times Square Lady" She's a Latin from Manhattan—Fox Trot From "Go Into Your Dance" Mound City Blue Blowers	M-13380—The Yellow Dog Blues—Fox Trot (He's Gone Where the Southern Cross' the Yellow Dog) Clarinet Marmalade—Fox Trot Ted Lewis and his Band

Whether you're staging a boxing bout or a bout for bigger business—give the customers a first class show and you'll draw a big gate.

When it comes to phonographs, experienced operators KNOW that putting on a great show AT A PROFIT means filling your phonograph with a proper assortment of Brunswick, Vocalion, and Melotone records—the "champions" of their respective price classes.

WRITE TODAY For Complete Lists and WHOLESALE PRICES.

BRUNSWICK PERMO POINT (2000 Play) NEEDLES
ORDER THEM WITH YOUR RECORDS

BRUNSWICK RECORD CORPORATION

1776 Broadway New York City

BRANCHES: NEW YORK, CHICAGO, DALLAS, LOS ANGELES, NEW ORLEANS, SAN FRANCISCO, ATLANTA GA.

Brunswick Signs Irving Berlin

HOLLYWOOD — Brunswick Records signed Irving Berlin to sing four of his new numbers written for Radio Pictures "Top Hat" featuring Ginger Rogers and Fred Astaire. Leonard Goldstein, Brunswick talent contact, signed Berlin for the first records he has ever made.

Goldstein has also signed John Boles and Fred Astaire for the Brunswick label exclusively.

●

Travel Increase Aids Coin Machine Intake

OAKLAND, Calif. — Stanley Turner, traveling service instructor for the Rudolph Wurlitzer Manufacturing Company, has just completed a trip over Nevada and Northern California. Mr. Turner reports a decided upturn in business in general . . . an increased coin intake along the main highways due to the increase in travel. Many new highway taverns are opening up looking forward to a large travel to and from San Diego this summer.

●

Music Is Great Stuff Declares Frank Kirk

LOS ANGELES—Getting his first taste of music operating after recently putting his first shipment of 20 Seeburg Selectophones on location, Frank Kirk is enthusiastic over his new-found field and expects to open up on a greater scale gradually. Mr. Kirk formerly headed the Kirk Novelty Company in St. Louis.

●

Another Pin Game Op Decides Music's O.K.

OAKLAND — Alfred Lamb, a veteran marble game operator of Oakland, has just added phonographs to his route. Mr. Lamb also has a large route of scales and reports the people are watching their weight closely nowadays.

●

Besteiro Is Planning To Add to Equipment

SALINAS, Calif.—M. Besteiro, who has a large string of coin-controlled phonographs on location in this district, is all primed for a busy summer season and plans to add 20 or 30 Seeburg instruments in the fall. Nels Nelson, western factory representative for the J. P. Seeburg Corporation, recently overhauled eleven older model Seeburgs for Besteiro, who is increasing his string to 30 or 40 in a few months.

●

Homer Capehart Takes To Air for Traveling

NORTH TONAWANDA, N. Y.—Operators viewing the profit opportunities in the music field are placing heavy demands on the time of H. E. Capehart, Wurlitzer general sales manager, to the extent that he resorts principally to air travel. His most recent plane trip took him from Buffalo to Denver and back by way of Pueblo, Grand Island, Omaha, St. Joseph, Kansas City, St. Louis and Chicago.

HITS ON DISCS

Dance Records

CAB CALLOWAY

BRUNSWICK 7386 — KEEP THAT HI-DE-HI IN YOUR SOUL / GOOD SAUCE FROM THE GRAVY BOWL

BRUNSWICK 7411 — MOONLIGHT RHAPSODY / AVALON

BRUNSWICK 6992 — CHINESE RHYTHM / WEAKNESS

All are Fox Trots with plenty of heated harmony. The colored trade will go plain "nuts" over this latest Calloway runaway. The white folks fall for this Harlem lad with his unique arrangements and choruses. Get all three of these and get them in your machines at once.

WINGY MANNONE

VOCALION 2913 — I BELIEVE IN MIRACLES / THE ISLE OF CAPRI

VOCALION 2914 — FARE THEE WELL ANNABELLE / ON THE GOOD SHIP LOLLIPOP

Four crackerjack numbers done in hot rhythm style by Vocalion's champ band, Mannone and his boys. Vocalion is right out in front this month with numbers specially recorded for automatic phonographs.

CLARENCE WILLIAMS

VOCALION 2927 — THERE'S GONNA BE THE DEVIL TO PAY / MILK COW BLUES

The Williams bunch break out with something exceptionally torrid. Both are classy dance numbers.

VIC BERTON

VOCALION 2915 — DARDANELLA / JEALOUS

An old favorite once in a while adds spice to the program. Here are two numbers that were prime favorites a few years back. Berton's band does a neat job of delivery on both. Try them. Your patrons will like a flashback to the past hits of yesteryear.

BENNY GOODMAN

VICTOR 25011 — I'M LIVIN' IN A GREAT BIG WAY / HOORAY FOR LOVE

VICTOR 25009 — HUNKADOLA / DIXIELAND BAND

VICTOR 2501 — YOU'RE A HEAVENLY THING / RESTLESS

VICTOR 25024 — ALWAYS / JAPANESE SANDMAN

Benny Goodman and his orchestra are now under the Victor label. His band demonstrates all the tricks of the trade, plus new style and new vogue in their first series of recordings. His stunning class and rhythmic swing will make him an automatic favorite.

JAN GARBER

VICTOR 25013 — IN A LITTLE GIPSY TEAROOM / IN THE MERRY MONTH OF MAY

VICTOR 25014 — TO CALL YOU MY OWN / THE IMAGE OF YOU

VICTOR — MUSIC IN MY HEART / YOU'RE AN ANGEL

This month's contributions by Garber

(Continued on Page 56)

Music Ops Enjoy St. Louis Affair

ST. LOUIS—Some fifty music operators in Missouri and Southern Illinois were guests of the Rudolph Wurlitzer Mfg. Company at a meeting held for them May 8th at the Majestic Hotel here.

The meeting was most informal in its nature and a Dutch lunch with liquid refreshments constituted the menu. Interesting talks of great interest to operators were given by H. E. Capehart, vice-president and general sales manager of Wurlitzer; by Mr. Leech of the Brunswick Record Corporation; and by Mr. Maranis, sales manager of the commercial record division of the RCA Victor Company, Camden, N. J. The meeting was arranged by Walter Gummersheimer, factory representative of the Wurlitzer Company.

●

Hollenbeck Firm Puts Music in Campus Spots

BERKELEY, Calif.—Every college campus is strong for music, and the University of California is no exception, reports the Hollenbeck Music Company. Firm is now operating coin-controlled phonographs on a substantial scale in amusement spots in this lively college town.

●

Glenn McCarter Takes Over Music Operating

HEMET, Calif.—Glenn McCarter, head of the Valley Amusement Company with headquarters here for his extensive coin machine operations in Imperial Valley, is turning to automatic music on a large scale. McCarter recently ordered a substantial number of Seeburg Selectophones for his locations.

●

Simmons Recuperates From Recent Illness

LOS ANGELES—Music ops in California, Nevada and Arizona will be glad to learn that W. E. Simmons, Wurlitzer Simplex traveling salesmanager for this district, has recuperated from his recent illness and is making the rounds again. Bill was laid up for a time in Oakland with a touch of pneumonia.

●

For personal news about music operators, read THE REVIEW'S Automatic Music Department every month.

DUROPOINT PHONOGRAPH NEEDLE

guaranteed 5000 PLAYS

SET OF 10 ..... $6.00

SAMPLE 1.00

IMAGINE a needle that plays 5000 records WITHOUT CHANGING! Actually improves tone and clarity. Requires no close adjustment! Scientifically processed point hard enough to cut glass without dulling — YET IT CANNOT SCRATCH YOUR RECORDS! Not an experiment, but the product of years of research—endorsed by every operator who has used it (NAMES ON REQUEST). Why lose play because an unexpected busy night wrecks your ordinary needle? Make your machines FULLY AUTOMATIC by using only the DUROPOINT GUARANTEED 5000-PLAY NEEDLE! Order at least a sample today—with our unconditional guarantee of satisfaction.

DUROPOINT NEEDLE CO. ■ 2654 Belmont Ave., Chicago, Ill.

• Where 1935 Pacific Coin Machine Exposition Will Be Held •

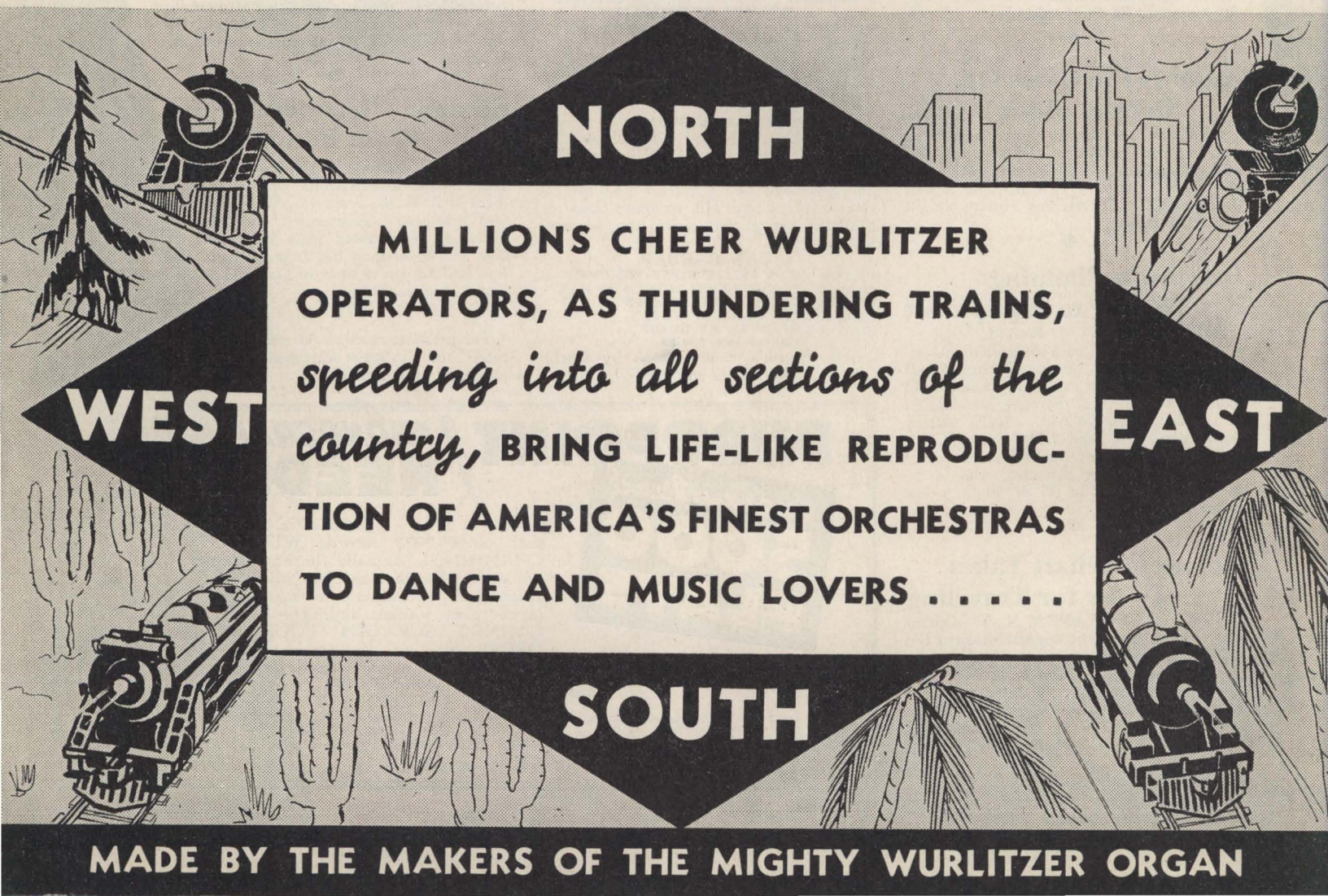
Situated in its own 22-acre park outside of the congested downtown area the Hotel Ambassador is the ideal convention hotel of the west. Here on September 9, 10 and 11th more than 5,000 operators, jobbers, distributors and manufacturers will be in attendance at the annual Pacific Coin Machine Exposition.

Coast Show to Feature Music

LOS ANGELES—One of the big features of the Pacific Coin Machine Exposition, to be held at the Ambassador Hotel here September 9, 10 and 11th, will be the display of modern automatic music equipment.

All leading manufacturers of automatic music equipment have reserved booth space in which the new multi-selective instruments will be demonstrated to operators from all over the Pacific Coast and other parts of the country. In addition to booths, many firms have taken special suites in the Ambassador where the machines may be shown to operators privately.

Leading record firms also will be represented at the show, giving the music operator the advantage of inspecting the latest in equipment and recordings under one roof at one time.


NORTH
WEST
EAST
SOUTH
MILLIONS CHEER WURLITZER OPERATORS, AS THUNDERING TRAINS, speeding into all sections of the country, BRING LIFE-LIKE REPRODUCTION OF AMERICA'S FINEST ORCHESTRAS TO DANCE AND MUSIC LOVERS . . . . .
MADE BY THE MAKERS OF THE MIGHTY WURLITZER ORGAN

For a Real Business Get Right Into Automatic Music

Advises E. C. JOHNSON,
Sales Manager, J. P. Seeburg Corporation

NINETY per cent of the coin machine men 10 years ago were operators of automatic music equipment; they were the foundation of this great industry of today, and the swing is definitely back to music as a lasting business."

So states E. C. Johnson, who paid a visit to THE REVIEW office recently during his Los Angeles stopover on a trip that is taking him all over the United States in the interests of coin-controlled music. Mr. Johnson's opinions bear weight because in his capacity as sales manager of the J. P. Seeburg Corporation, a firm that for 30 years has manufactured various types of amusement equipment in addition to automatic musical instruments, he has charge of the sales of pin games as well as music equipment. His straightforward expression of faith in the future of music, therefore, cannot be attributed to bias.

Man Never Without Music

"Music has always been and always will be a prime element in the life of man, recreating his moods and thoughts and symbolizing his happiness," Mr. Johnson explains. "Since the days of the primitive jungle tom-tom, man never has been without music. It's a vital part of his being. Music is natural and necessary to him, as essential to his development as is food to his existence."

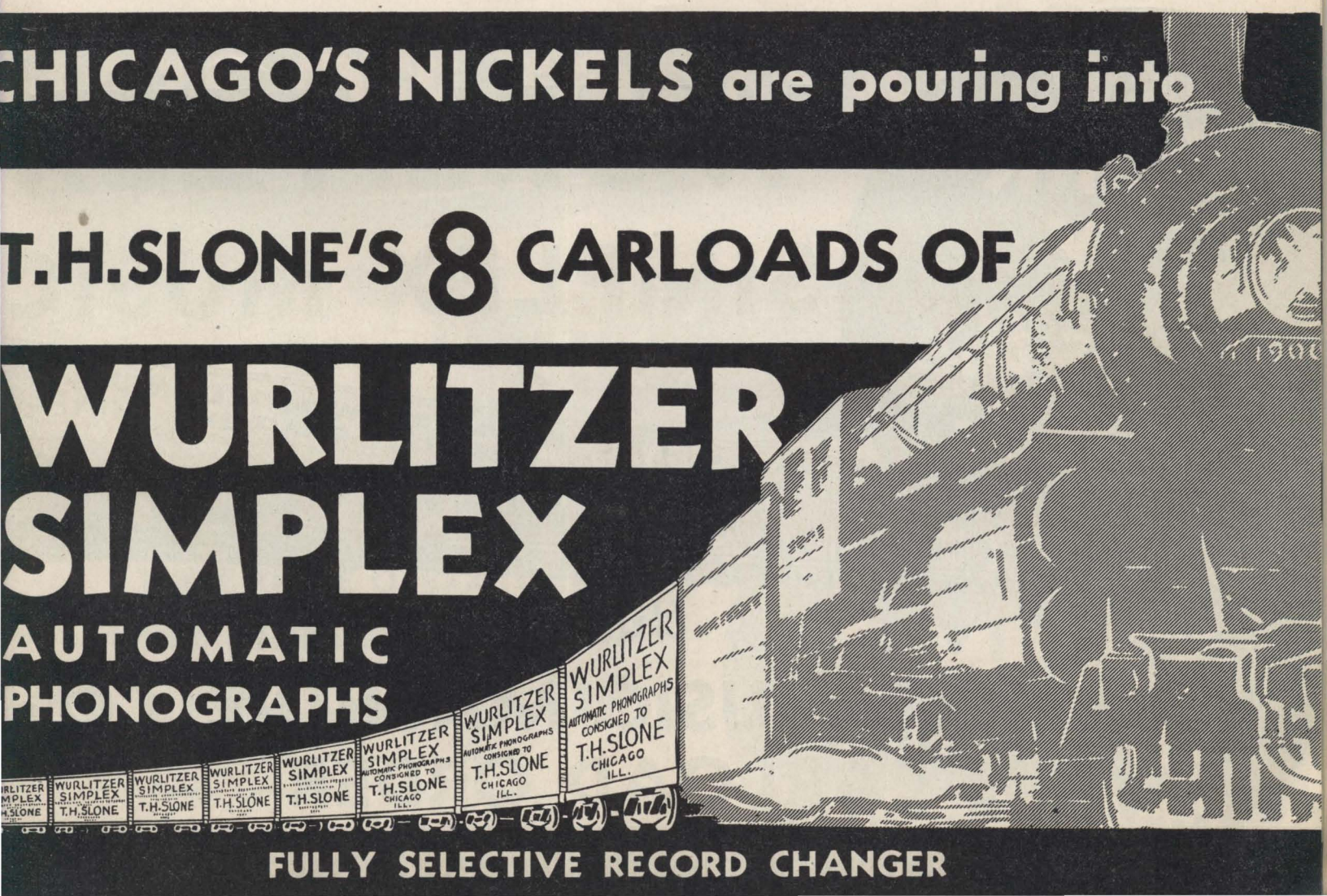
Turning back the calendar a number of years, Mr. Johnson pointed out the popularity and earning power of the electric piano and other novelty music equipment of the coin-operated variety in a bygone day. Earnings of these machines were comparable to that of gaming equipment. But it was generally considered to be "fast money," and not even the most experienced operators believed the receipts could hold up. To be sure, there *was* a slump. Prohibition, closing up the then popular "roadhouses," accounted for it to some extent. Development of radio was another counter attraction.

It was found, however, that the development of automatic music equipment had not kept pace with progress in other lines. Eight years ago the first amplified automatic phonograph was brought out. This was the first step in the tremendous and significant "comeback" that automatic music has made. Advent of repeal and the opening of countless dance and entertainment spots has resulted in virtually unlimited possibilities for the coin-controlled phonograph, and operators of this type of equipment scarcely have scratched the surface.

New Territories Opening

"Every recognized manufacturer of automatic phonographs today is turning out a high quality instrument that reproduces vocal and instrumental music with true clarity and represents a high degree of mechanical perfection," declares Mr. Johnson. "While we naturally believe that our instrument is a little better than the others, we frankly believe that it is not a question

(Continued on Page 62)



Hits on Discs

(Continued from Page 53)

are the usual Garber assortment of tunes. Liked in some spots and ordinary in others. Where Garber has a following these numbers are excellent.

DORSEY BROTHERS

DECCA 445 { MAMA, YO QUIERO UN NOVIO / GRACIAS

The Dorsey boys, long the exponents of red hot danceology, break out into a fever with two snappy tango-rumba numbers. First, translated, is Mama, I Long for a Sweetheart, and is plenty interesting. The Gracias rumba is dance compelling.

RAY NOBLE

VICTOR 25020 { MAD ABOUT THE BOY / THE YOUNG GENERATION

Both numbers from Noel Coward's "Words and Music" revue. Although they are oldies they are still goodies. Record was made in London. Present American popularity of Noble will put these numbers over. Al Bowlly does the choruses. Selections are done in the mellow Noble jazz manner and certainly not for beer halls or where loud records are desired.

PAUL WHITEMAN

VICTOR 25022 { Selections from GOIN' TO TOWN / Selections from WAY BACK HOME

Filled with Whitemanite showmanship, tricky arrangements, etc., these two give the band a chance to show off a bit. Just ordinary stuff.

MAE QUESTEL

DECCA 447 { CHOC'LATE SOLDIER MAN / PRACTICING THE PIANO

Old stuff that's been out of public favor for months and months. Mae is the Betty Boop girl who figured in Helen Kane's suit sometime ago. Victor Young's ork. accompanies.

TINO ROSSI-LUCIENNE BOYER

COLUMBIA 4100 { LES NUITS MOSCOVITES / ON N'AIME QU'UNE FOIS

COLUMBIA 235 { ATTENDS / LE COUP DUR

First pair by French Chansons in native tongue. Tunes from a French film of the same name. "On N'Aime" is a hotcha tango that is ripe for the spots going in for this sort of thing. Second set combine a vocal waltz and a tango by Lucienne Boyer. Done in competent song style.

JACK HYLTON

DECCA 437 { EL RELICARIO / CA C'EST PARIS

Imported master, released by Decca. A swellegant disc. Both selections written by Joe Padilla, noted for his smooth rhythm.

Variety Numbers

Spotting a variety number now and then breaks up the monotony of too much dance music. This month's releases provide operators with some dandy new novelty numbers as well as some modern recordings of old time favorites.

BOSWELL SISTERS

BRUNSWICK 7412 { DINAH / ALEXANDER'S RAGTIME BAND

Two of the most popular numbers ever recorded. Both in the well-known Boswell style and with guitar accompaniment on Dinah.

BUMBLE BEE SLIM

VOCALION 02865 { COLD-BLOODED MURDER / SAIL ON LITTLE GIRL NO. 2

Two blues numbers with piano and guitar.

PETTIE WHEATSTRAW

VOCALION 02942 { BLUES AT MY DOOR / TRUTHFUL BLUES

Two more blues numbers, this time by Pettie, the Devil's Son-In-Law.

BUDDY MOSS

MELOTONE M-13234 { OH LORDY MAMA / MISERY MAN BLUES

Vocal blues numbers with guitar.

New Phono Needle Offered to Trade

CHICAGO—A new scientific phonograph needle, guaranteed by the makers to play at least 5000 records without changing, is now offered by Duropoint Needle Company. Other features claimed for the Duropoint needle are that due to its scientifically processed point, it cannot possibly scratch the record, in spite of the fact that it is hard enough to cut glass without dulling; does not require any close adjustment; and improves the tone and clarity of the record.

The Duropoint Needle is said to be the result of years of progressive research and the makers claim that, after thorough tests in the field, it has received the endorsement of many leading music operators in various parts of the country.

●

Op Sports New Truck; —How Do They Do It?

SAN FRANCISCO—John M. Pedensen, San Francisco music operator, is sporting a new Dodge truck in which to make rapid delivery of machines to his new locations. Mr. Pedensen just received another shipment of Simplex via boat, (time 22 days from New York to San Francisco).

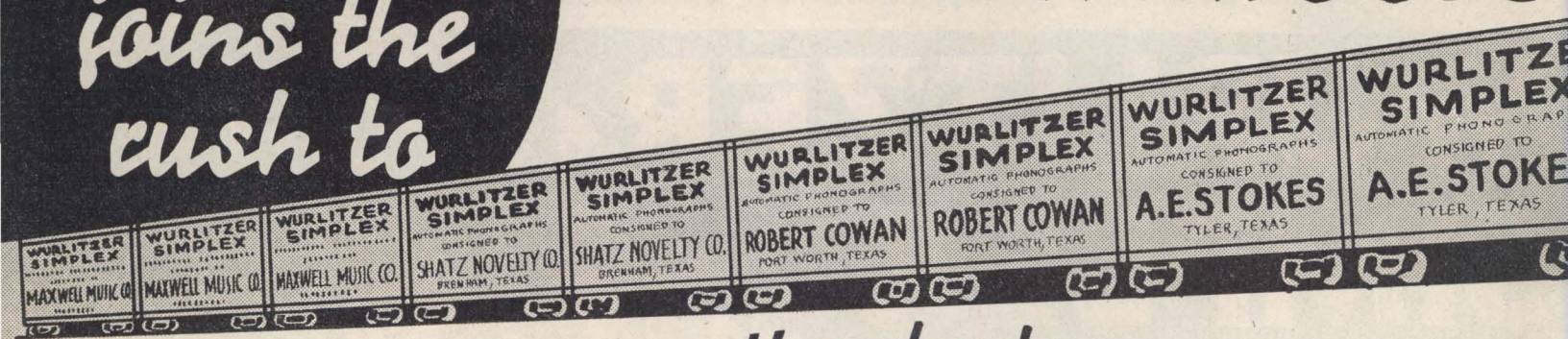
●

If it concerns automatic music, you can bet your life you saw it first in THE REVIEW. You'll always keep up with the latest news in this great branch of the coin machine industry if you read THE REVIEW regularly every month!

NEW YORK CITY *joins the rush to*

WURLITZER

SIMPLEX MUSIC



thanks to

MAXWELL MUSIC MACHINE CO.'s

3 CARLOAD ORDER

EQUIPT WITH THE FAMOUS WURLITZER MULTI-SELECTOR

Be Sure That Coin Machine Bills Include Music!

(EDITORIAL)

FOR the past 60 days Arizona has had a coin machine licensing law which places an unfair handicap on the operation of automatic music equipment, merely because NO PROVISION WAS MADE IN ADVANCE FOR LICENSING MUSIC.

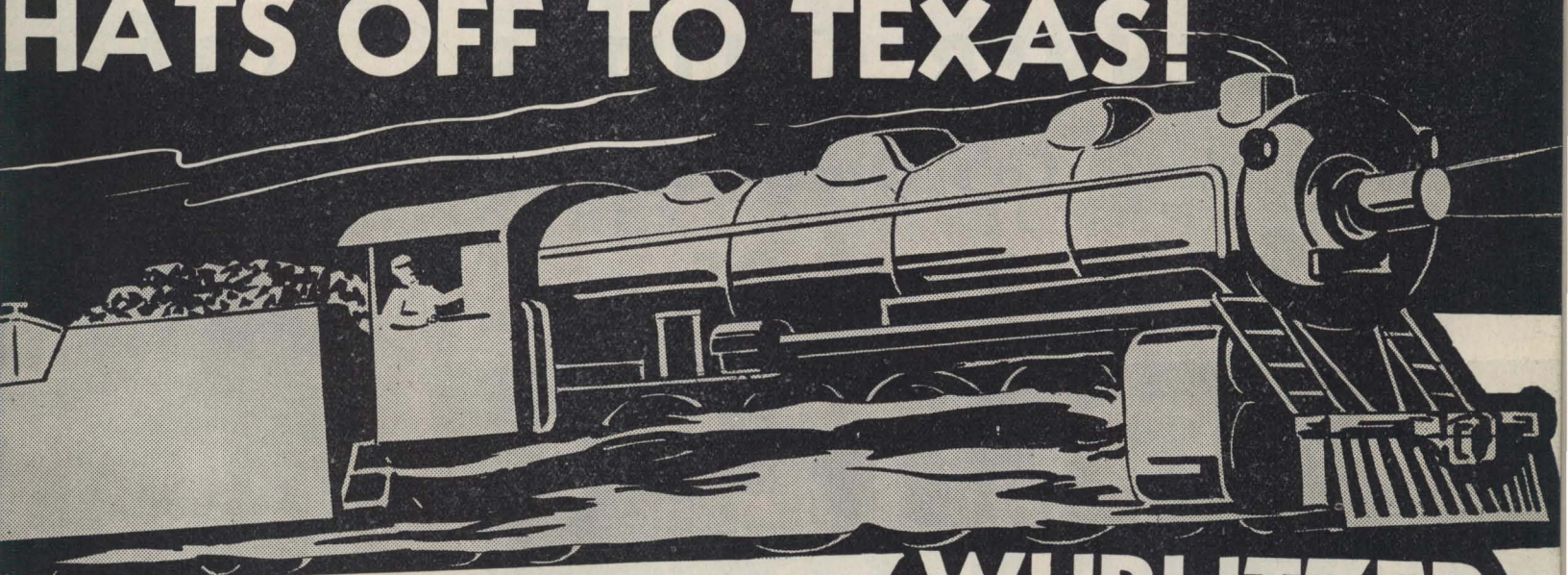
All right, what is happening? Music operators in Arizona are having to pay the regular tax of $20 per machine that is required of all coin-operated amusement devices. At least they are subject to this high tax measure until a special ruling is made which will bring down the fee on coin-controlled phonographs to an equitable amount, probably $5 annually per machine.

After the bill went through the Legislature, music men in the state woke up and asked the Attorney General why their machines were listed along with pin games and similar equipment instead of being rated as service machines. The Attorney General replied that when the bill was first brought up no mention of music had been made, and consequently no separate provision was made for this type of equipment. He said he realized now that music machines actually vend a service and that he was sorry the matter hadn't been called to his attention previously. Legally, he explained, the music equipment had to be listed as "amusement devices," but he expressed willingness to render an opinion excluding music because it had not been the intention of the legislators to include it.

What happened in Arizona can happen, and is happening, in other states. The solution lies in operators keeping in touch with legislative affairs collectively and acting **before** a bill is passed instead of afterward. Texas music operators are on the job and are organizing to cope with tax problems.

Because music operators never have any concern over the legality of their machines, they seem to think that they need not have any interest in legislative matters. The contrary is true, and they should be **awake** to the issue and meet it with timely intervention.—**The Editor.**

HATS OFF TO TEXAS!



THESE THREE OPERATORS
have ordered a total of
6 CARLOADS OF
Shatz Novelty Co., Brenham, Texas
Robert Cowan, Fort Worth, Texas
A. E. Stokes, Tyler, Texas

WURLITZER SIMPLEX AUTOMATIC PHONOGRAPHS

THE AUTOMATIC PHONOGRAPH SOLD EXCLUSIVELY TO OPERATORS

This Business of Bringing Music to Millions

The Inquiring Reporter Interviews Homer E. Capehart, Vice-President, The Rudolph Wurlitzer Manufacturing Company.

Ruddy, stout, jovial, cigar-chewing Homer E. Capehart is a young man, but he's one of the best-known figures in the automatic phonograph world. Interviewed at the sprawling Wurlitzer Plant at North Tonawanda, N. Y., he talked slowly, leaning back in his chair, beaming with pride in the Wurlitzer-Simplex. "Why is it," we asked him, "that Simplex Operators report consistently bigger profits from their locations?"

"There're many reasons," he replied. "One of them is that they supply real music. Music is as old as the world, you know, and it's one entertainment feature that's in demand, year in and year out. That's especially true today. People want to be entertained. They want to dance or listen to music and any operator who satisfies that desire naturally comes into big money.

"But," Capehart continued, "he's got to supply good music. Any old canned tune won't do. Talkies and the radio have taught the public to expect first-rate music. They'd no more spend money to hear the tinny, jangling music of old-style automatic phonographs than they would to see a 1910 silent movie."

Development of Modern Automatic Phonograph

Briefly, Capehart sketched the development of the coin-operated phonograph. As one of the pioneers in the industry, he has a thorough knowledge of the subject and speaks with authority. He told how Wurlitzer, with a musical background of more than two centuries, experimented with, tested and rejected various systems of musical reproduction until the present improved Simplex was perfected.

"Tonally and mechanically, the Simplex is as nearly perfect as we can make it," he went on. "If you'll come with me, I want you to hear the machine in operation." He led the way to a display room where one of the handsome, modern Wurlitzer-Simplex machines was installed. He motioned us to a comfortable seat and started the Simplex. The music was reproduced with uncanny fidelity.

"That sounds almost as though the orchestra was right here in the room," we said.

"That's because we use Wide Range (High Fidelity) Reproduction. That's the same system used in showing talkie films. It gives the finest results obtainable. Incidentally, the exclusive tone and volume control we use, actually increases the tone response. You don't lose a single tone shade with the Simplex no matter whether you're playing it in a big dance hall or a small room."

"What draws the biggest number of nickels, however, is the Illuminated Multi-Selector. This fool-proof device permits patrons to se-

HOMER E. CAPEHART, *Vice-President*
The Rudolph Wurlitzer Mfg. Co.

ALL DENVER SALUTES

Western Music Co's Order totalling

2 CARLOADS OF

WURLITZER SIMPLEX

AUTOMATIC PHONOGRAPHS

FIRST TO USE WIDE-RANGE (HIGH FIDELITY) REPRODUCTION

lect from one to twelve recordings at a time; play them in any order; repeat each one if desired and pay for the whole shot at one time. That's a full hour and a quarter's entertainment. We feel—and operators agree with us—that the Multi-Selector is the greatest single money-making feature in the automatic phonograph field today."

He paused to light a fresh cigar before continuing. "In fact, we don't think we've overlooked a single feature that will make money for operators. The Simplex is an operator's instrument, first, last, and always."

"Don't you sell direct to locations as well, Mr. Capehart?"

"Absolutely not. We sell only to operators and are not in competition with them in any way. That's strictly against our policy. We do, however, give the operator every possible help in lining up profitable locations.

"We make frequent mailings to every good location in the country. Offhand, I'd say there are over 100,000 of these. The thousands of inquiries we get from each mailing are divided according to territories and turned over to the operators for follow-up. To judge by the hundreds of orders we're getting from all parts of the country, I'd say that we're doing a pretty good job of paving the way for operators to make Simplex installations in their most profitable locations."

We returned to Mr. Capehart's office. His desk was strewn with orders for Wurlitzer-Simplex machines. He picked up a sizeable stack from the center of his desk and rapidly thumbed through it.

"Look at this. The mail has just been distributed and here are orders from Vermont, Louisiana, Minnesota and California. And this is just a sample. I'm not putting on a show for your benefit. It happens every day. Every mail literally deluges us with orders—and they're supplemented by rush orders wired or phoned in by operators.

A Word of Appreciation to the Nation's Operators

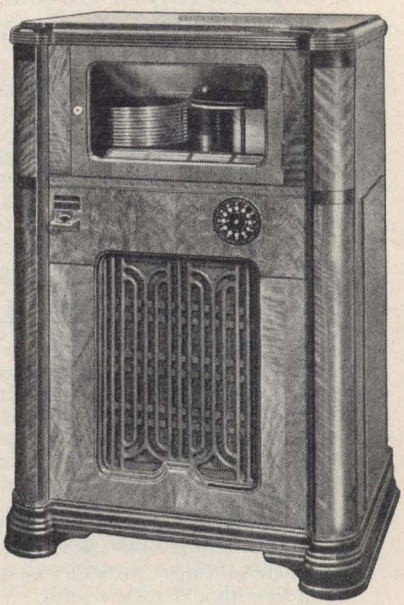
"Frankly, we're mighty grateful for this flood of orders," Capehart smiled. "I consider it a vote of confidence in a mighty fine instrument that's proved its ability to make money for operators the country over. And while I don't want to seem to pat the Wurlitzer Organization and myself on the back, I want to compliment these Simplex Operators on their decision to line up with us. It shows their ability to pick the winner and to back the automatitc phonograph that's consistently out in front.

"Our organization is absolutely sound financially. We cooperate with the operators to the very fullest extent and we certainly have the background and experience that will enable us to continue producing and improving an instrument of unquestioned quality and proven money-making ability."

Wurlitzer's Pledge for the Future

As we walked toward the door, Mr. Capehart amplified his preceding statement. "We were pioneers in the automatic phonograph field and we will continue to set the pace. We have the engineering and experimental facilities at our disposal that enable us to keep right on perfecting and improving the quality of Simplex reproduction and performance. We have set ourselves the goal of producing a musical instrument that will be the standard of comparison for beauty, tone, mechanical efficiency, performance and money-making power. You can be sure we're not overlooking a single constructive or valuable feature that will keep us in the lead."

Capehart's handshake and goodbye are as warm as his smile. It's easy to see how he gained and retained the place he occupies in the automatic phonograph world. And after hearing the Wurlitzer-Simplex and seeing it in operation, it's equally easy to see why this instrument is sweeping the country and making operators the biggest profits they have ever known in the music field.



The Wurlitzer-Simplex Automatic Phonograph

BRISTOL, the city of clocks

now keeps time to

ALBERT J. NAVICKAS' ORDER

totalling 4 CARLOADS OF

WURLITZER SIMPLEX

AUTOMATIC PHONOGRAPHS

ILLUMINATED PROGRAM HOLDER FOR QUICK READABILITY

No Wooden Nickels in Capitol, Says Charlie

SACRAMENTO—Charles G. Rehback, music operator in Sacramento, just received another large shipment of Simplex phonos. Rehback says the political nickels in the capitol city are always good nickels . . . no slugs, and the interest in good music is becoming greater right along.

●

Frank Bellman Boosts Long Beach for Music

LONG BEACH, Calif.—Frank Bellman, who is now operating automatic music equipment in this district, is an enthusiastic booster for Long Beach as a city that appreciates good music. Frank knows the kind of music his customers like and gives it to them in well-selected variety.

●

When in Oakland, Look Me Up, Says Al Lamb

OAKLAND—One of California's most popular automatic tune dispensers lives right in this city that gets the wind from the Golden Gate. His name is Alfred Lamb, and he invites the rest of you to drop in when you are by this way.

●

Take heed, ye operators who wouldst repose awhile longer in the morning.

Somebody said that it couldn't be done,
But he with a chuckle replied
That maybe it couldn't; but he would be one
Who wouldn't say "no" till he tried.

RECORD TIPS
By A. W. ROOS

Over a long period of years Boyd Senter has held the enthusiastic attention of a country wide host of fans. His wonderfully individual style in clarinet playing has kept his name in the limelight continuously. Brunswick Company have, by means of the wonderful improvements which have been developed in recording and re-recording processes, taken some of his most successful hit numbers and achieved truly remarkable results in re-recording them. The technicians have brought up very materially the fine clarinet work which Boyd had put on his original records.

Boyd's brilliant style of playing combined with the particular adaptability of the clarinet to production of danceable music produces records which are sure to have a big appeal in all dance locations. These revitalized numbers by Boyd Senter are being relisted under the Vocalion label on Records No. 2936 and 2937, and all operators catering to dance fans will do well to listen to them.

In race spots operators have found the name of Leroy Carr to be the most consistent puller of nickels. Carr is one record artist who has never recorded a number which proved to be a dud. Starting with his first modern recording "Mean Mistreater Mama Blues" on Vocalion Record 02657, the long list of his succeeding numbers can be scanned with no possibility of finding even one selection which has failed to be a satisfactory and steady business getter. Leroy Carr is without question outstanding in the fact that any of his Vocalion records can be counted on to reap a sure harvest of coins.

The current Vocalion release contains a wealth of business developing material for the automatics, including as it does, numbers in every class of music, so that regardless of the type of location which your instruments cater to you will find Vocalion has supplied the records needed.

Particularly you should give consideration to the excellent old time style and blues records listed together with the exceptionally fine treatment given so called popular numbers as is exemplified in the following fox trots: "I'm in Love All Over Again," "You're an Angel," "Let's Spill the Beans" and "About a Quarter to Nine," these being from current big pictures, recorded for Vocalion by Wingy Mannone and his Orchestra, into the rendition of which he has put all of the dance pep and hot swing style for which his organization is so well known.

Portable Coin Counter Is Announced by Bally

CHICAGO—A new high-speed, portable machine that counts and wraps all coins, from one-cent to half-dollar pieces, is the latest offering by Bally Manufacturing Company. Weighing only 15½ pounds and extremely compact in construction, the machine is designed so that operators can carry it with them on collection trips. It is said to have a capacity of 1500 coins per hour into bags, and by means of a small attachment furnished with the machine it also wraps coins in standard packages. Change from one coin to another can be made in 12 to 15 seconds.

THE SOUTH MOVES FORWARD

as Georgia and Louisiana dance to the Music of

6 CARLOADS OF

WURLITZER SIMPLEX AUTOMATIC PHONOGRAPHS CONSIGNED TO JERRY GERMENIS NEW ORLEANS, LA.
WURLITZER SIMPLEX AUTOMATIC PHONOGRAPHS CONSIGNED TO JERRY GERMENIS NEW ORLEANS, LA.
WURLITZER SIMPLEX AUTOMATIC PHONOGRAPHS CONSIGNED TO SUPREME VENDING CO. ATLANTA, GA.
WURLITZER SIMPLEX AUTOMATIC PHONOGRAPHS CONSIGNED TO SUPREME VENDING CO. ATLANTA, GA.
WURLITZER SIMPLEX AUTOMATIC PHONOGRAPHS CONSIGNED TO ALBANY AMUSEMENT CO. ALBANY, GA.
WURLITZER SIMPLEX AUTOMATIC PHONOGRAPHS CONSIGNED TO ALBANY AMUSEMENT CO. ALBANY, GA.
WURLITZER SIMPLEX AUTOMATIC PHONOGRAPHS CONSIGNED TO BILL FREY, Inc. MIAMI, FLA.

WURLITZER SIMPLEX

AUTOMATIC PHONOGRAPHS

Purchased by

ALBANY AMUSEMENT CO., ALBANY, GA.
SUPREME VENDING CO., ATLANTA, GA.
JERRY GERMENIS, NEW ORLEANS, LA.

ILLUMINATED MULTI-SELECTOR SIMPLIFIES SELECTION

When An Operator Sells To Location, Both Lose

By W. E. SIMMONS

THE owner of a very famous tavern became the proud possessor of a late model coin-operated phonograph. The tavern owner wanted to buy the instrument after the second week's operation in his establishment. . . . The operator weakened and made the sale, netting himself a nice margin of immediate profit.

The first week, all went well. The tavern owner looked upon his new possession as a boy would a new bicycle on Christmas. The second week, the problem of records confronted the tavern owner . . . he had no conection for records and of course was not entitled to any discount. He finally found a retail store with a small record department where he secured seven *not* popular records, but it was a partial change at least. The third week was a busy week for the tavern owner. In fact, too busy to attend to the matter of records. By this time the once profitable phonograph had dropped from $32.00 per week for the first two weeks the operator had owned it to less than $4.00 per week. By the end of the fourth week, the tavern owner was tripping the instrument for some free music. In doing so, the owner had succeeded in getting the instrument out of adjustment; an "out of order" card was placed on the coin slide and the instrument was condemned as a poor piece of merchandise, a poor investment.

While the operator had made an immediate profit on the sale, he had lost far more than his gain through the sale. Competitive operators seeking locations in the neighborhood of this sale pointed to the "out of order" instrument, convincing other tavern owners they certainly did not want an instrument that went out of commission.

W. E. SIMMONS

The tavern owner who purchased the instrument knocked it to everyone who inquired, and eventually this same tavern owner placed his once pride and possession in a back room and permitted an operator with another make instrument to operate in his tavern. Again his "intake" totaled $30.00 to $35.00 per week.

The operator who sold this tavern lost many good locations to competitors because of the bad name given his equipment, through the sale of his instrument to a tavern owner not equipped to service the instrument or keep up his recordings.

It is an experienced operator who, when confronted with a handsome immediate profit through a sale to the location, unsells the location on the desire to buy. or refuses to sell under any circumstances.

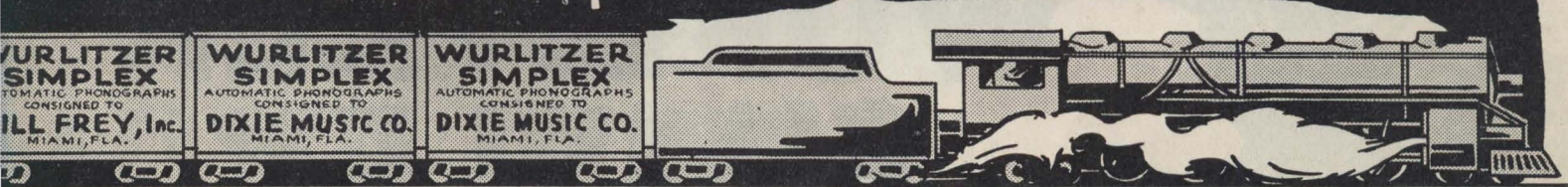
Claude Kirk Hurries West and Flies Back

LOS ANGELES — Claude Kirk, vice president of Exhibit Supply Company of Chicago, made a bief visit to the coast on a recent flying trip. Although he arrived one day and returned the next, he found time to look over the automatic music operations in this territory recently established by his father, Frank Kirk.

●

Pointing the way to progress in the music field, that's THE REVIEW for you every time.

MIAMI trips the light fantastic to the music of 4 CARLOADS OF



WURLITZER SIMPLEX
AUTOMATIC PHONOGRAPHS
Purchased by
DIXIE MUSIC CO., MIAMI, FLA.
BILL FREY, INC., MIAMI, FLA.

EQUIPT WITH OIL-DAMPED HIGH FIDELITY PICK-UP

"Get Into Music," Advises Johnson

(Continued from Page 55)

of competition. The way the territories are opening up to music on a large scale, there is room for all of us. The West, particularly, is showing unbounded interest in automatic music."

So great is the demand for music, Mr. Johnson points out, that many operators cannot believe it is true and are reluctant to take on sufficient equipment to cover all their prospective locations.

"It's purely a business proposition," explains Mr. Johnson. "Music no longer is a 'fast money' game. I might cite a location I know about in St. Louis that takes in $70 a week. The operator is so anxious to keep this spot supplied with music that he has installed two machines in case one might break down from the heavy usage. But this is a very unusual case; the average weekly receipts of a machine are considerably less than this amount, but they are consistent week in and week out if the machine is properly serviced and the operator knows his business in supplying the right records and changing them regularly.

A Business Proposition

"In the music business, a man does not expect his equipment to pay for itself in one month—or two, no more than he would expect to write off the cost of a new building in a year. He would see that he got a definite return on his investment, with a regular schedule for retiring the bonds on his building over a definite period of time. So it is with music."

In describing the unlimited possibilities of locations, Mr. Johnson cited one instance in which a machine was installed in a railroad station as an experiment. The results were unexpected. A person waiting for a train put in a nickel and was pleased with the record. So were many others. The machine is now doing a steady business, week after week.

Another incident occurred in a Los Angeles hotel lobby, where Nels Nelson, See burg's Pacific Coast representative, installed an instrument for demonstration purposes. Imagine his surprise when the people who frequented the hotel lobby "discovered" the machine and started putting their nickels in. Just to carry the experiment further, Nelson kept a record of the receipts for four days and found it had taken in $8.80—$1.95 on Saturday, $1.85 on Sunday, $2.45 on Monday and $2.55 on Tuesday. This was not considered a particularly good spot, but it illustrates that with music in universal demand many locations will be uncovered in unexpected locations.

Praises REVIEW'S WORK

Mr. Johnson was loud in his praise of the work THE REVIEW is doing in the automatic music field through its Automatic Music Department.

"In THE REVIEW, music operators are able to keep in touch with the latest developments as soon as they take place, and operators of other types of equipment may learn of the advantages to be enjoyed in operating music," he stated.

Mr. Johnson is looking forward to the Pacific Coin Machine Exposition, to be held in Los Angeles September 9, 10 and 11th, as an event which will create as much additional interest in music as did the Chicago show in February.

Denver Operator Strong on Music

DENVER—The Western Music Company, owned and operated by J. P. Blackwell, has just recently placed 100 new Simplex phonographs in operation in Denver and adjacent territory.

Mr. Blackwell is a prominent pin-game operator and seeing the growing importance of the coin music field, has built up his music activities to include a unit of 100 instruments. He reports growing interest in music installations.

●

This Fellow Covering Spots Like a Blanket

ORANGE, Calif.—Frank Showalter, prominent Orange County operator, made several important improvements in his shop in May, has added to his staff and just received another shipment of phonos. Frank covers Orange county like a blanket and does he give service? Ask the location.

●

Dwight Osborn Moving Into Las Vegas Spots

LAS VEGAS, Nev.—Dwight Osborn of Osborn Music Company, Los Angeles, has taken over the Wurlitzer Simplex operations in Las Vegas, Nevada. A shipment of instruments was made from the North Tonawanda factory last month direct to Las Vegas. Dwight is the junior member of the firm, and a live wire on getting the right location and keeping it.

CALIFORNIA GREETS
4 CARLOADS OF
WURLITZER
SIMPLEX
AUTOMATIC PHONOGRAPHS
with a confetti-like
hail of nickels
WURLITZER SIMPLEX AUTOMATIC PHONOGRAPHS CONSIGNED TO OSBORN MUSIC CO. LOS ANGELES, CAL.
WURLITZER SIMPLEX AUTOMATIC PHONOGRAPHS CONSIGNED TO OSBORN MUSIC CO. LOS ANGELES, CAL.
WURLITZER SIMPLEX AUTOMATIC PHONOGRAPHS CONSIGNED TO DORSER MUSIC CO. FRESNO, CAL.
FRANK NAVA
THE AUTOMATIC PHONOGRAPH WITH AMERICA'S MOST BEAUTIFUL CABINET

Texas Music Ops Organize To Fight New Tax Problem

By H. I. DROLLINGER

HOUSTON, Texas—Following the dust storms that nearly wrecked everything came tremendous rains which reached the form of cloudbursts in many sections of the State. Roads were made impassable, bridges were washed away; in fact, the poor old operator has had just one set-back right after another the past two or three months, but he has taken it on the chin as all good opeartors do. As a result things are going along very well in our good old State.

As you no doubt have learned our Legislature finally passed a tax bill which was somewhat like the operator expected. It cost our Association a lot of money and the pitiful part of it is that we are now compelled and are at the present time in court with a suit to try to legalize the operation of amusement games. If the result is favorable, many counties will open up that are now closed.

The Association has three attorneys as competent as can be had in the State. They have had about a year's experience with our problems, so they are capable of handling the situation. So we have hopes within the next four or five weeks of securing a favorable decision.

The poor old music operator got a terrible wallop by having the tax raised on him for $10.00 per unit to the State, and authorizing each county and city to levy a tax of $5.00 per instrument, which is exhorbitant as every music operator knows. Therefore, we are forming an association of music operators with a view of taking some action against that section of the tax bill. Probably by the time that you read this article, we will be fighting it here in Texas.

Several manufacturers go merrily on their way selling locations. While in San Antonio the past week, a music operator who owns over sixty machines talked with a general sales manager over long distance asking him if he would protect him in his territory, and was told pointedly, "No, a thousand times, No!" This sales manager asked the operator who the people were to whom he had sold his territory, and he was informed by the operator that he had written the company giving the names and addresses; whereupon the sales manager merely stated that he would investigate. Needless to say this operator has begun to purchase other brands of equipment, and we should all pattern after this operator. Then the operator will not have to hear the sad story, "I have bought my own," and this you will know is a sad story to the operator and one, no doubt, that all of you have heard many times."

●

Rafael Nieto Selling Music to Legislators

SACRAMENTO—One fellow who did a lot to make the extended session of the California Legislature more pleasant during the leisure hours is Rafael Nieto, who has placed automatic phonographs in advantageous spots in the Capital City.

"People Will Dance..."

HAPPY people will dance and sing. They can't help dancing and singing because they are natural, natural reactions.

With the depression over, people are dancing and singing because they are happy. And wise operators are cashing in because these people are happy.

Wise operators are placing Dance Masters in locations so that happy people can dance to good music. Have you thought over this plan yourself?

Read what H. J. Allen of Columbia Phonograph Company says about business in phonographs today:

"The attitude of the coin machine operators at the Convention in February convinces me more than ever that the upward trend of sales in the Phonograph Record industry has not been a false prophet.

"What impressed me more than anything else at the show was the fact that, not only are present Phonograph Operators buying larger numbers of machines to add to their present groups, but that Operators of other coin devices were showing a remarkable interest in the plan and in innumerable cases were 'climbing on the Band Wagon.'

"A large percentage of records sold today find their way to coin-controlled machines, and by the enthusiasm shown at the show, we can predict, with every assurance of being correct, that 1935 and 1936 will be the best years the record business has enjoyed since 1929.

"As a matter of fact, our sales figures so far this year show that our predictions of January 1st were really understatements. For the splendid results we have had so far, and those we are positive will go on for the balance of the year, we must thank the manufacturers and operators of the coin-controlled Phonographs."—*Spinning Reels.*

DETROIT PROVES IT KNOWS

Good Music as well as Good Automobiles

as American and Foreign Novelty Co's order totalling

a CARLOAD of

WURLITZER SIMPLEX AUTOMATIC PHONOGRAPHS

brings rhythm to town

A CONSTANT STREAM OF DIRECT MAIL BRINGS THE COUNTRY'S CHOICEST LOCATIONS TO WURLITZER OPERATORS

• Outdoor Displays Boost Music •

Bill Frey of Miami, Florida, with one of his 275 signs that get locations and stimulate interest in automatic music.

MUSIC operators as a general rule depend upon their personal efforts or those of the organization working for them to secure new locations. The music operator has something to sell—he is selling music—and why then shouldn't he be an advertiser just as the grocer, the baker or the department store resort to various forms of advertising to sell their merchandise.

Perhaps it can be said without fear of contradiction that to Bill Frey, Inc., automatic phonograph operator in Miami, Florida, goes the honor of being the first operator of music ever to promote his business through the use of billboard advertising.

This aggressive Florida operator, who is working 100 Simplex instruments, knows that one must tell the public what he has to offer—tell it boldly—and tell it often. Bill Frey is doing just that very thing and he is doing it quite successfully as one may see from the accompanying illustration.

We'll let Bill Frey tell in his own words just what results he is securing from his poster advertising campaign. In commenting upon the idea, he says: "Needless to say this type of advertising did more than we expected. To say the least, the result was proportionate to the effort. I sincerely believe that this sort of thing will help put the phonograph business on a much higher plane. We have had no end of comment along these lines. We have about 275 of these posters in all sections of the county and all of them are very advantageously situated. We not only tell the public in general that they can enjoy good music in the public places but we also tell the location owner where he can turn for his music requirements. The public thinks of music—and the location owner thinks of getting a musical instrument into his place of business."

The poster is quite flashy, being printed in red, yellow and black. The size is 42x82 inches and when placed in the variety of panelings used the overall size is quite imposing with plenty of attention value.

A direct tie-up with the operating organization is secured through giving his name, address and telephone number in large type. Right away anyone interested in a music installation knows where he can go or where he can call to have his wants taken care of.

In addition to poster advertising, Bill Frey uses circulars and dealer helps as supplied by Wurlitzer to still further present his story to his prospects. Broadsides are sent to selected lists of location prospects and many, many inquiries are developed by mail which would take weeks and weeks to secure through personal contact. Each and every inquiry is promptly investigated and checked and in this way a lot of good, profitable installations are secured.

Most Popular Air Selections

The following selections are the most popular tunes for May in radio circles and were offered the greatest number of times over the national networks:

Life Is a Song
I Won't Dance
Lullaby of Broadway
Tell Me That You Love Me
In the Middle of a Kiss
A Quarter of Nine
In a Little Gypsy Tea Room
What's the Reason?
You're a Heavenly Thing
Way Back Home
Everything's Been Done Before
It's An Old Southern Custom
Along Tobacco Road

Hats Off to the Lady Operator, Mrs. Ellis

LOS ANGELES—"Hats off to the Ladies!" Mrs. Dee Ellis, who purchased her first shipment of Simplex several months ago, has gradually added to her chain of operation each month. W. E. Simmons, Wurlitzer factory representative, reports Mrs. Ellis is the only fair sex operator he has record of among the many operators in the West, and states Mrs. Dee Ellis knows her machines, is capable of any service or adjustment, and is exceptionally alert in securing good locations and proper recordings for the individual location.

It is predicted Mrs. Ellis will go a long way in the continued successful operation of music. Congratulations, Mrs. Ellis! (By the way, Mrs. Ellis is the wife of Burton Ellis, a prominent young attorney in Los Angeles.)

•

Nelson Busy Meeting The Music Merchants

LOS ANGELES—Nels Nelson isn't getting much rest these days. In case you didn't read about him in the May REVIEW, Nels has been appointed west coast representative of the J. P. Seeburg Corporation and has been making a host of friends in his calls on western music operators during the past month.

•

Music Device Patents Acquired by Capehart

FORT WAYNE, Ind.—Capehart Corporation has purchased the rights of the late Stanton A. Guest of Huntington, Ind., in a patented automatic phonograph invented by Guest and Thomas W. Small, Capehart engineer. Guest died prior to the granting of a patent July 17, 1934, and proceeds of the sale of his share in the patent will go to his estate.

•

Osborn Sure Hustles Over in Arizona Way

PHOENIX—DeLos Osborn of Osborn Music Company is busily engaged in placing Wurlitzer Simplex instruments in Tucson and Phoenix. A large shipment was made to both these Arizona cities in May. Mr. Osborn has had years of experience in the coin music business and is capable of handling a good sized route single handed.

•

Maybe He'll Tell You How He Made the Rack

LONG BEACH, Calif.—L. I. Walrath of Long Beach has purchased a new car with special delivery truck for transporting phonographs. This special rear carriage is Mr. Walrath's own design and mighty convenient.

SPECIAL FOR MUSIC OPERATORS!

Pacific Coin Machine Review,
1113 Venice Boulevard,
Los Angeles, Calif.

I like *The Review's* Automatic Music Department. Here's $1 for a 15-month subscription to *The Review*.

NAME.....

STREET..... **CITY**.....

***THE REVIEW* 15 MONTHS FOR $1.00**

Odds and Ends of Ideas To Aid Music Operators

By L. C. FORCE

THE most exciting news of recent months concerns the low priced records offered by all the leading record manufacturers. From a reproducing standpoint, they are practically as good as the higher priced standard discs, yet they cost less than half as much. Prices vary with the locality but they can generally be secured—in quantities—at prices ranging from 16 to 20 cents each.

In the past many conscientious operators have hesitated to use the lower priced records because of the small number of up-to-date numbers offered for release, and because of the secondary quality of the recording orchestra. If you have been paying 40 or 45 cents for the better grade of record, it will be good news to you that the number and quality of low priced records has been vastly increased in recent months.

Most any currently popular number can now be obtained on the low-priced discs. The recordings are not only uniformly good but in many cases most excellent for automatic operating. Most of these recordings have that brilliance and fire, together with strongly marked rhythm that makes them ideal for use in taverns.

Try Platforms, Spotlights

Getting off on another track, let's talk about platforms. Many a progresisve operator has found them to be a great investment. Platforms are easy and cheap to build. They bring the instrument up into the line of vision and give an added air of importance to the phonograph. Actual expeirence shows that they increase the take-in from 10 to 20 per cent. A platform can be built for about two or three dollars for all materials, lumber, cloth, trim, etc.

And then, there's spotlights. For that dimly lit tavern or that spot where the phonograph cannot be placed advantageously, a spotlight is just the ticket. It snaps the instrument out into attention. It invites play. It gathers more profit. A ceiling mounted model, about 100 watts is the thing. Your local electrician can supply you with a good one for about $5.00.

Getting right down to where the pocketbook lies, let's discuss commission. Location commission is, of course, strictly an operator problem. Frankly speaking, it's his baby and it's up to him to hammer it down. In many sections too high a commission rate is being paid. Strive to pull it down. Remember, that you are actually doing the location owner a favor by furnishing him with music that he cannot obtain in any other way.

25 Per Cent Tops

Strictly speaking, the location should not demand any commission. Outside of a few cents electricity, the phonograph costs him nothing. It brings him increased patronage and a crowd that stays longer. In all fairness he should be well satisfied with the profit on patronage, but since we can't hope to attain that perfect condition for the present, let's keep the commission down.

That brings up the question of "how low?" No hard and fast rule can be laid down of intake, demand for phonographs and so on. In general, we believe that the commission rate should never be more than 25 per cent—preferably less.

A commission rate plan being used with splendid success in some of the larger cities is this: Instruments are installed on a $7.00 a week guarantee basis, with a straight fifty-fifty split on everything above the $7.00. A little figuring will show that this really amounts to about the same as a straight 20%-80% split on the average location running about $13.00 a week gross. The advantage of the $7.00 guarantee plan lies in the fact that it protects the operator against an occasional bad location and insures him of at least $7.00 a week clear.

Chicago Op Runs 500 Music Units

CHICAGO—With music operations rivaling in size those of any other operator in the country, Thomas H. Slone is preparing to still further expand his activities here.

Mr. and Mrs. Slone, together with Mr. and Mrs. R. S. Bleekman, were recent visitors to the mammoth Wurlitzer factory in North Tonawanda, N. Y. Mr. Bleekman is the Chicago representative for the Wurlitzer-Simplex instrument.

As an indication of the rapid expansion of Mr. Slone's music activities, he has within the past four months placed over 400 Simplex instruments into operation in the Chicago area. Altogether he has more than 500 units in the field.

●

'Gettysburg Address' Being Made as Record

HOLLYWOOD—If your spine tingled at Charles Laughton's delivery of Lincoln's Gettysburg address in "Ruggles of Red Gap," you can now listen to it all over again on a record. Leonard Goldstein is making the disc.

●

Frank Navarro Takes Home in Los Angeles

LOS ANGELES—Frank Navarro, Wurlitzer Simplex operator of Santa Maria, who has lived in Santa Maria for several years operating musical instruments from Santa Maria to Los Angeles, has purchased a new home in Los Angeles and will operate from Los Angeles to Santa Maria and return. Navarro has a perfect circuit, going up the coast through Oxnard and return via the Valley through Santa Paula. Mr. Navarro has a large number of Simplex instruments on this route and gives his locations a change of program weekly, without fail.

●

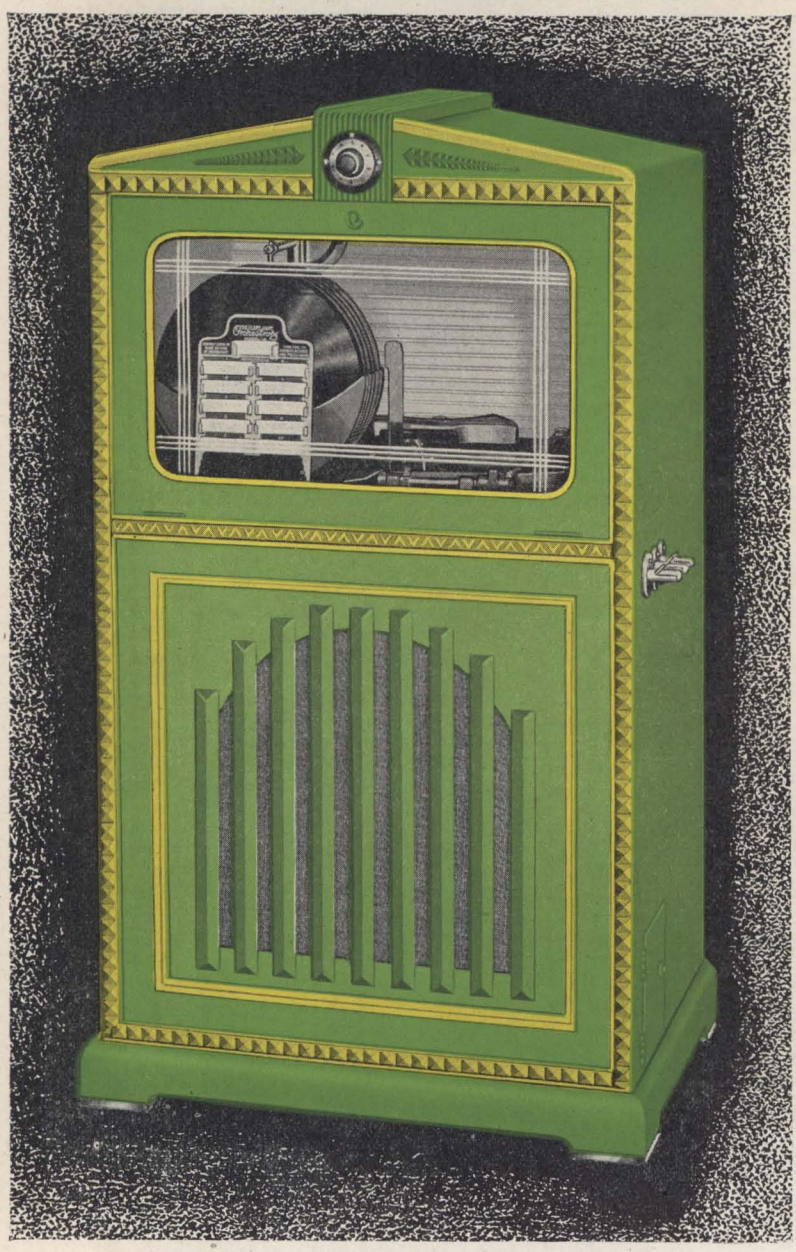
Send in that snapshot, Mr. Music Operator! We'll be glad to print it.

• Seeburg's Mammoth Plant in Chicago •

Here is the huge Chicago factory of the J. P. Seeburg Corporation, which was organized over 30 years ago. This is the home of the High Fidelity Selectophone and the High Fidelity Symphonola, two instruments which are well known to automatic music operators, and of Grand Champion and Hockey amusement equipment.

THE CAPEHART Orchestrope

Series "A"



SERIES "A" ORCHESTROPE

The ORCHESTROPE is modernistic, attractive and unusual in design and finish. Supplied in green, trimmed with ivory, illustrated above; silver, trimmed with black, or natural walnut. Requires but 26½" by 18½" of floor space. Weight 175 pounds. Easy to handle. Because of its striking appearance and its convenient size the best paying locations are demanding the ORCHESTROPE.

Variable Play • Multi-Selective • Multi-Coin Slots

These and other original features combine to make the Capehart ORCHESTROPE the most modern, the most popular coin-operated phonograph on the market. No other phonograph has all these features. The simplicity of its operation makes it easy to service and practically fool-proof. There is no greater profit-maker for operators. Don't delay. Write today.

THE CAPEHART CORPORATION

FORT WAYNE, INDIANA

Cable Address "Capecorp"

ONLY THE ORCHESTROPE HAS VARIABLE PLAY » » DOUBLE YOUR PROFITS//

THROUGH the Variable-Play combination feature of the Model A-1 ORCHESTROPE, the coin intake may be practically doubled over that of any other instrument.

Everybody likes a bargain, and many customers will put in a quarter for six selections. Thus the operator of a Model A-1 ORCHESTROPE collects 25c instead of 5c.

Hotels and similar places have higher cover charges on Saturdays, Sundays and holidays than on other days. This is a good merchandising practice because at these times the crowds are larger, people have more money to spend, and are in a better spending mood. ORCHESTROPE operators may take advantage of this profitable practice by setting the instrument to play one selection for 5c, two selections for 10c and six selections for 25c during the week and on Saturday, Sunday and holidays set it for playing one selection for 10c and three for 25c. In this manner the ORCHESTROPE operator may follow this income increasing merchandising practice and thereby substantially increase his profits.

Here are two conclusive reasons why the ORCHESTROPE takes in more money than any other phonograph.

Variable Play Combinations

All A-1 Model ORCHESTROPES may be easily and quickly set to operate on any of the following play combinations:

1 Play 5c	1 Play 5c 2 Plays 10c 7 Plays 25c	1 Play 10c 4 Plays 25c
1 Play 10c		
1 Play 25c	2 Plays 10c 5 Plays 25c	1 Play 10c 5 Plays 25c
1 Play 5c 2 Plays 10c		2 Plays 25c
1 Play 5c 2 Plays 10c 5 Plays 25c	2 Plays 10c 6 Plays 25c	3 Plays 25c
		4 Plays 25c
1 Play 5c 2 Plays 10c 6 Plays 25c	2 Plays 10c 7 Plays 25c	5 Plays 25c
	1 Play 10c 3 Plays 25c	6 Plays 25c
		7 Plays 25c

Three coin slots provide for 5c and 10c and 25c coins.

The Variable-Play combination feature is the most important addition to the phonograph since electrical amplification. It is an exclusive ORCHESTROPE feature, protected by patents and patent applications, and is not available in any other phonograph.

OPERATORS! You can meet the demand of the "Hot Spot" location owners everywhere for the most popular coin-operated music by supplying them the ORCHESTROPE with its many original features and its famous Capehart tone. Make more money than you ever dreamed possible. Sold only to operators. **WRITE OR WIRE TODAY FOR COMPLETE DETAILS BEFORE YOUR TERRITORY IS CLOSED.**

WORLD'S LARGEST EXCLUSIVE MANUFACTURERS OF AUTOMATIC PHONOGRAPHS

News Pictures of the Month

Snapped by THE REVIEW

Two Pacific Amusement Games figured prominently in a recent Hollywood production. Here they are . . . a Major League and a Time with two dainty lasses getting a little fun out of the two games between "shots."

On the left is Harry Offenback of the Hoback Speciality Company, prominent San Francisco operator. On the right is C. N. McClelland, manager of the National Amusement Co. offices in San Francisco. The photo was taken in Los Angeles the day the National bar was opened for operators.

Here under the stately palms in the Ambassador Gardens visitors to the 1935 Pacific Coin Machine Show will enjoy tastefully prepared luncheons that will be a highlight of your visit. The Lido Club is located adjacent to the Ambassador auditorium. From 11 until late in the evening an orchestra and entertainers provide entertainment. A completely equipped bar under the sheltering palm is another interesting spot that will no doubt come in for favorable attention from the coin machine men.

Ted Lewis Reveals Fondness For Playing Pinball Games

ALONG with Paul Whiteman, Will Roges and countless other celebrities who have become addicts of pinball is Ted Lewis, noted band leader, who was cornered in his dressing room down in Fort Worth, Texas, where Tom Murray espouses the coin machine cause through his *Automatic World*.

Jack Gordon, amusement department editor for a Fort Worth newspaper, came forth with the following interview with Ted Lewis:

With almost paternal affection, Ted Lewis, band leader and apostle of sunshine, fondled an 18-year-old silk topper in his dressing room at the Dallas Majestic recently.

It's the battered headgear which brought him luck since 1917, and which Lewis hopes will continue to bring him luck when he steps before his first Fort Worth audience at the Worth Theater.

Your amusements editor, first directed to the marble boards in the neighborhood of the Dallas playhouse, finally located Maestro Lewis sitting moodily in his dressing room, with a yellowish dressing gown, initiated "T. L.," drawn about him.

Looks Its Age

"The hat, the hat—oh, yes, the hat. It's no bunk. My hat is really 18 years old. . . . It's my boy."

Stitched, double-stitched, welded and vulcanized, the old high hat looks its age.

He has a flock of reserves—some getting along in years themselves, but old No. 1 still gets the heavy duty.

There's a story in the way Lewis got possession of it.

In 1917 he had quit the medicine shows and carnivals and moved into the famous Rector's, New York, with a four-piece band.

Leaving the cafe early one morning, Mr. Lewis' roaming eye fell on the shiny silk topper of a hansom cab driver at the curb.

Two Bits or the Hat

He reached into a pocket, fished out two spotted little cubes, rattled them tantalizingly.

"Two bits or the hat," he invited.

The driver climbed down.

Maestro Lewis rode home with the hat. Ten years ago he sewed a silver lining in the topper and wrote a famous song he still features. The words run:

"Put on your hat with the silver lining when there's a cloud on your mind."

Lewis, at 44, still has his famous shock of hair, altho he admits it is beginning to thin in front. He is using a tonic.

He has been married—to the same missus—for 19 years.

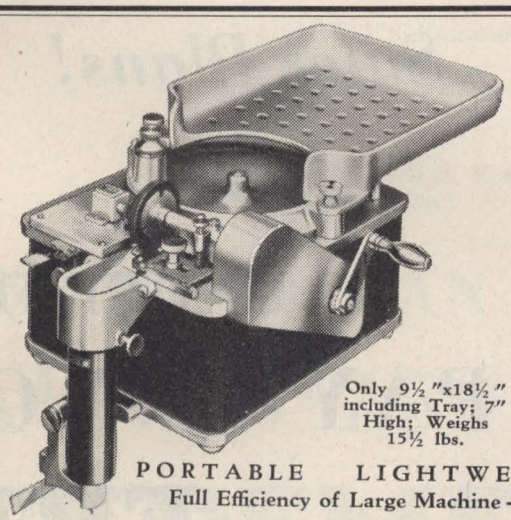
He was saying "yowsuh" on the stage years before Ben Bernie started "yowsuhing" on the air.

Texas delights him—principally because he finds it so easy to find a marble board. He can whang the little white balls around for hours.

Radio? Maestro Lewis just can't get interested.

"I'm a performer, not a musician. Now when television comes, and it will . . ."

FOR MARBLE
GAMES and SUPPLIES
■
A. B. T. COIN CHUTES
MARBLES
EVEREADY
BATTERIES
■
Write for Our Price List
PAUL A. LAYMON, Jobber
Quality Coin-Operated Machines
1503 W. Pico St.
LOS ANGELES, CALIF.



BALLY COIN COUNTER
■
Counts Pennies, Nickels, Dimes, Quarters, Halves
■
Bags or Wraps Without Extra Equipment
■
COUNTS UP TO 1500 COINS PER MINUTE

PORTABLE LIGHTWEIGHT COMPACT
Full Efficiency of Large Machine — Built to Last a Lifetime

PRICE ONLY
$87.50
1/3 with Order, Balance C. O. D., F. O. B. Chicago.

Just imagine! For less than the cost of many 1-coin machines, you get a machine that counts and wraps all coins—practically 6 machines in one! Give yourself a break—save yourself tedious work—gain valuable hours which can be devoted to lining up new locations! Order your BALLY COIN COUNTER today. After one day's trial you'll call it the best investment you ever made!

BALLY MFG. CO. 2652 Belmont Ave. CHICAGO, ILL.

Delaware Adopts Occupational Tax

DOVER, Delaware—House Bill 310, providing for an occupational tax of $50 per year for operators, has received the signature of the governor. Its provisions include:

Sec. 180. For the purposes of this act occupations shall be of two classes, viz.: Service corporations and business occupations.

Sec. 184. The occupations that are listed "business occupations," embracing any individual, co-partnership, firm or corporation, or any association of persons acting as a unit, hereinafter termed "person," and subject to the license fees in Section 185 set forth, are hereby specifically defined:

(2) Amusement conductor embraces every person engaged in the business of conducting or maintaining mechanical devices for the entertainment of the general public for which a charge is made for the use thereof.

Sec. 185. Any individual, co-partnership, firm or corporation or other association of persons acting as a unit desiring to engage in, prosecute, follow or carry on any business occupation, as in the preceding section defined, within the limits of this State may apply to the clerk of the peace of any county in the State for a proper license authorizing and empowering him, her, it or them to engage in, prosecute, follow or carry on such business occupation which he, she, it or they may desire to engage in, prosecute, follow or carry on and upon his, her, it or they paying to the said clerk of the peace, for the use of the State, the license fee as hereinafter set forth for the various business occupations and also a fee of 50 cents to the said clerk of the peace for the use of the county, it shall be the duty of such clerk of the peace to issue to him, her, it or them a proper license for a business occupation:

. . . for each license as an amusement conductor, the sum of $50 . . .

●

Madison Revokes Payout Provision

MADISON, Wis.—Altering a previous ordinance which permitted skill awards to be given the following amendment defining legal automatic amusement devices has been adopted by the common council here:

"Amusement device shall mean any coin-operated machines commonly referred to as pin games, marble games and similar devices, the operation of which involves a skill feature and which are operated by coins of a denomination of 5 cents or less and which do not deliver, pay out or emit coins, tokens, coupons, tickets, receipts, chips or other thing which may be redeemed or exchanged for money, merchandise or other thing of value."

●

Callison Patent Case Echo Dies Out Again

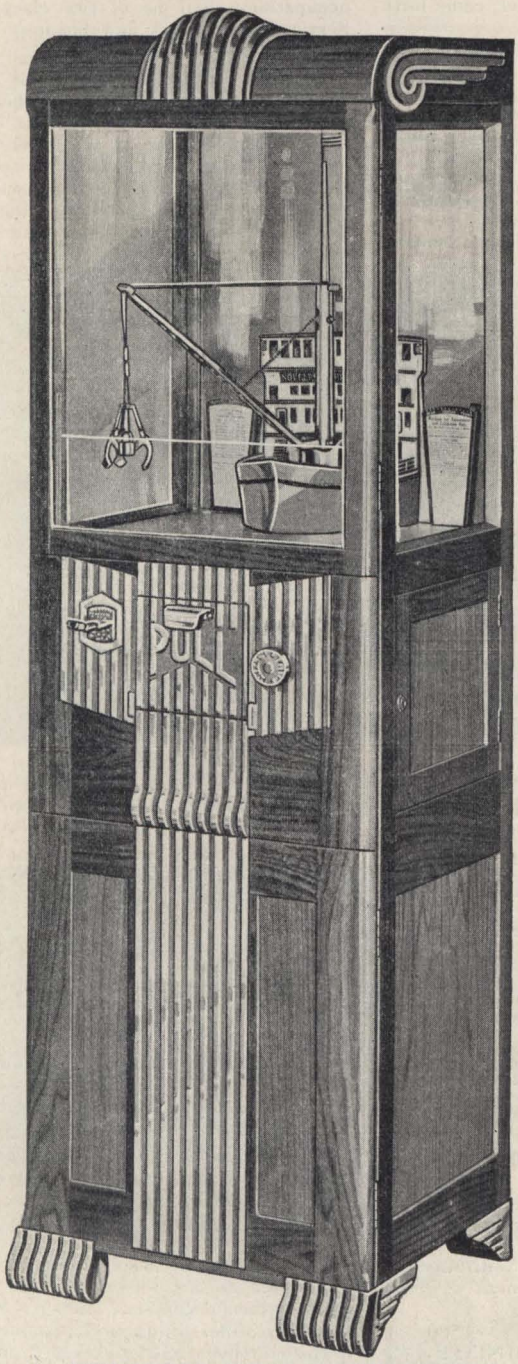
TULSA, Okla.—A case in U. S. District Court of Appeals brought against the Western Sales Company was decided in favor of the defendant April 29th on an appeal of the Callison patent case which at one time threatened the peace of the industry when W. E. Callison charged that all pin games are an infringement of his patent.

VIKING GUNS

IN NEW GIGANTIC

1000 New
will displace

NOW *for the First Time*
the BEST DIGGER
at LOWEST PRICE
on Attractive New Sales Plans!



EXHIBITS NEW STREAMLINE NOVELTY MERCHANTMAN

NEW, IMPROVED, MERCURY SWITCH
NO FREE PLAYS!

AUTOMATIC CANDY DELIVERY. A definite amount of candy delivered direct into the Merchandise Chute with every nickel put in the machine. NO CANDY ON THE FLOOR.

Greatest earning power in the digger field.

Operators can get and HOLD the better locations with this New Streamline Model.

UNDER OUR
PAY as YOU
ERIC

NATIONAL DISTRIBUTORS OF THE

Pacific Coast Headquarters:

FIRE AGAIN!!

SPRING SALES CAMPAIGN...

"Streamline Novelty Merchantmen"

antiquated and inferior equipment

Cash Plan...

EXHIBIT'S Famous Streamline Merchantman

- Regular Factory Price..... $275.00
- Special Discount in the form of free Viking Merchandise.... 66.00

NET CASH PRICE, Each..... **$209.00**
(F.O.B. FACTORY)

BOTH SALES PLANS GOOD FOR 30 DAYS ONLY

Long Term Plan...

EXHIBIT'S Famous Streamline Merchantman

- Regular Factory Price..... $275.00
- Special Discount in the form of free Viking Merchandise.... 55.00

NET TERMS PRICE, Each..... **$220.00**
(F.O.B. FACTORY)

LONG TERM PLAN...YOU EARN---$7.50 Per Week

$100.00 DOWN

WEDEMEYER

NOVELTY MERCHANTMAN FOR EXHIBIT SUPPLY CO., CHICAGO

822-830 West 10th St., Los Angeles, Calif.

Operators Warned Against Buying Hi-jacked Machines

By ARTHUR M. KEENE

DO you buy second-hand machines?

Do you buy them from recognized responsible dealers or do you buy hit and miss from Tom, Dick and Harry?

Do you know whether they were purchased or acquired legally by the one you bought them from or were they hijacked?

Have you ever had the thrill of buying a second-hand machine from an unknown party who might have hijacked it and then in a few days find that some one hijacked it from you?

All the above questions are well worth while in the coin machine industry for there is more than one operator who has scratched his head in wonderment after going through some of this "New Deal' which has come forth from the brains of those who make a living by picking up equipment without rhyme or reason and passing it on without thought of real ownership.

The above thoughts are inspired by happenings in San Luis Obispo county, California, in the past few weeks. And here is the story:

Some months ago Arthur W. McCloud was associated with a recognized responsible coin machine jobber, repair man in San Francisco. He dealt in second-hand machines. Quite often his price was lower than those of other dealers. He seemed to do a nice business, but oft it appeared he sold his machines before orders could reach him, or it was necessary for him to get the machines to fill orders. Sometimes buyers after waiting some days demanded their money back—and got it but were slow in getting it.

The writer had this actual experience with Mr. McCloud. More than that, the writer purchased a machine from Mr. McCloud in all good faith which later was hijacked and evidence points to McCloud having something to do with the hijacking. Proof of McClouds' hijacking ability was brought out in court in San Luis Obispo Thursday, May 23rd, when McCloud was bound over to the Superior Court on a charge of grand theft and his accomplice, Bruce Rowe, whom it appears was but a tool in the hands of McCloud, was bound over on a charge of grand theft and forgery. McCloud was released on a bond of $1,000 with Rowe going to jail in default of a bond. Rowe later turned state's evidence and now enjoys a nice room without bath and the position of inside trusty in the San Luis Obispo county jail pending the superior court trial.

The inside workings of the hijackers are of interest in that instead of being crude with their work McCloud and Rowe pulled fantastic ideas. The machines hijacked were in the Carlton Hotel in Atascadero. McCloud was well known to Mr. Clark, the manager of the hotel, having stopped there numerous times. On May 3rd, McCloud and Rowe registered at the Carlton. They noted three Mills Extraordinary Mystery Golden Venders in storage in the stock room and asked who owned them.

Later, they journeyed to San Luis Obispo, where they arranged with the Valley and Coast Motor Freight Line to pick up the three machines. They then phoned the Carlton Hotel, representing themselves as the owner, and told the clerk they were sending the truck company after the machines.

When the truck arrived, the clerk refused to release the machines until they were checked. Mr. McCloud, who had arrived ahead of the truck, told the clerk he should release the machines, as machines were "hot" in San Luis Obispo county. The clerk, however, stood his ground. McCloud then went to the room of Mr. Clark, the manager, and induced him to let the truck driver take the equipment.

E. T. Simonson, the operator of the machines, on being informed of this move on the part of the alleged owner, started checking up and found that a hunchback man with a mustache had receipted for the machines in San Luis Obispo, signing the name of the owner. This news he conveyed to Mr. Clark, who recognized the description of the man as being that of Mr. Rowe, who was registered at the hotel with McCloud. A further checkup brought out that a man answering the description of McCloud was with Rowe when he ordered the truck sent to San Luis Obispo.

Warrants were then issued for both Rowe and McCloud. McCloud was arrested several days later in San Francisco. Two hours after his first arrest he led the officers to where Rowe was residing, and he too was taken into custody.

Rowe in his statement to the officers declared he was in partnership with McCloud in a repair shop recently opened on Golden Gate avenue in San Francisco. The machines they took were shipped to San Francisco by McCloud from Guadaloupe. They were later sold for $180, but he did not know to whom.

The machines later were located at Redding, and the new owner, having purchased them in good faith, naturally wanted his money back. Deputy Sheriff Frank Funk of San Luis Obispo county, in charge of the case, is arranging the return of the machines and restoration of the $180 to the Redding firm.

Mittendorf Busy On Jobbing Line

LOS ANGELES—Having met with popular acceptance by operators in this area since his introduction as a jobber two months ago, E. S. Mittendorf reports business is brisk at his headquarters on West Washington Boulevard.

Already he and Mrs. Mittendorf have built up a wide circle of friends in the industry. Firm is jobber for all popular lines and distributor for Groetchen products.

●

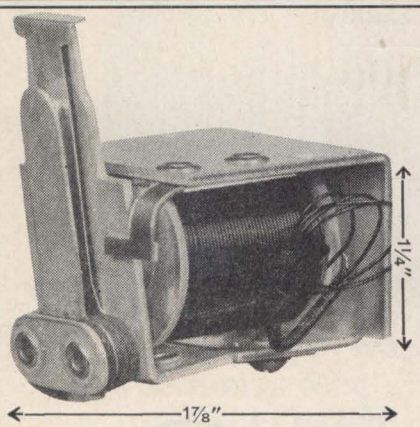
National Crazy Lane Sales Pass 700 Mark

LOS ANGELES—Sales of Crazy Lane, the new pin table of the California Games Company, by National Amusement Company have exceeded the 700 mark, it was announced here by H. L. Stuart of National.

●

Irish?

At least, we have a vague suspicion when we tell you the operator's name is John O'Rourke, who hails from John Goodbody's city, Rochester, N.Y.



We also manufacture Pitchers, Magnets, All Types of Switches

New MIDGET KICKER

—by Advance

●

Compact Size—Ideal for Installation in all Marble Games

Furnished in Any Power Range to Meet Your Requirements

●

Write Today for Quotations

ADVANCE ELECTRIC CO., Inc.

1260 WEST SECOND ST. LOS ANGELES, CALIF.

Largest Western Mfrs. of Electrical Units for Pin Games

European Trip Given To Plant Supervisor

CHICAGO—As a reward for his exceptional ability and outstanding work, Eric Bjornander, plant supervisor and technical advisor of the Western Equipment and Supply Company, is receiving a vacation trip to Sweden. He left May 25 and will be gone for many weeks.

This announcement was made at a testimonial dinner presided over by Jimmy Johnson, owner of the company, and attended by employees of the organization. "Eric is one of the foremost technicians in the coin machine industry," said Johnson. "This vacation trip shows, in a small measure, the gratitude I feel for the faithful unselfish efforts, aside from his routine job, that Eric has put forth in furthering the acceptance of our products."

Minors Prohibited In Accession to P.T.A.

MEMPHIS, Tenn.—Prohibiting of minors under 16 from playing pin games unless accompanied by parents or guardians and elimination of merchandise or cash awards has been ordered here by the mayor at the instance of the Parent-Teacher Association. The official ruled, however, that the machines in themselves were legal.

Shooting Up Slot Costs Barber $10

PUEBLO, Colo.—The next time Nicholas Smallovich, 38-year-old barber, tries to put lead slugs into a slot machine, he'll probably think twice, because a police judge fined him $10 for just such a procedure.

The catch is that the slugs weren't of the ordinary garden variety but were propelled out of the barrel of a .45 caliber revolver. Six of them went crashing into the intricate mechanism of the machine.

It seems that Nick was a little put out because he had dropped $18 into the device without getting a payoff.

Perc Sees Races

INDIANAPOLIS—One of the most enthusiastic fans attending the Memorial Day Races at the Indianapolis Speedway was Percy Shields, member of the Automatic Amusements Company, in Los Angeles.

Pasadenan to Handle Advance Vending Line

LOS ANGELES—A. F. Classen of Pasadena, recently appointed to distribute the vending machine products of the Advance Machine Company of Chicago, has been making the rounds during the past few weeks becoming acquainted with operators in this territory.

Advance offers a complete line of merchandise vending machines suited to all types of location demands.

California's Lottery Proposal Is Defeated

SACRAMENTO—The Meehan-Brennan plan to have California conduct a State lottery to bring in $50,000,000 a year to pay old-age pensions of at least $50 a month to all persons more than 65 years of age was refused passage by the Assembly, 28 to 49.

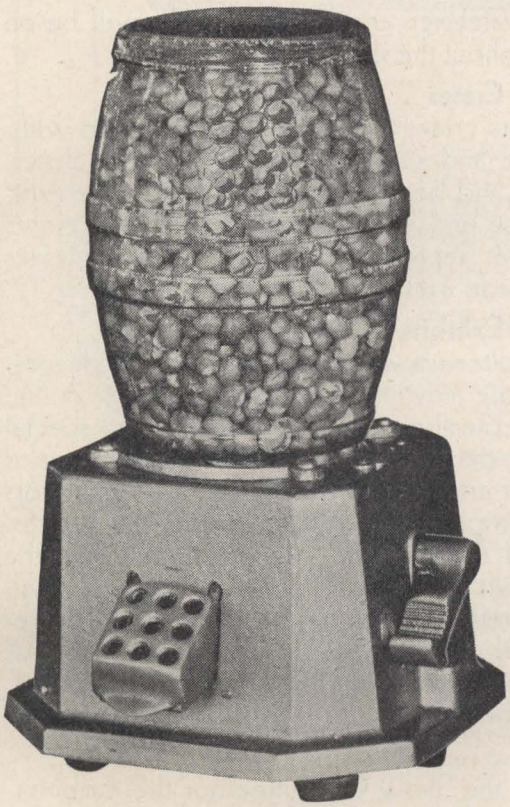
Collegiate Operator In South for Summer

LOS ANGELES—William Good, a student at the University of Washington who is earning his college expenses by operating coin machines in Seattle, arrived here recently to spend the summer months. He is a grandson of W. P. Canaan, well known veteran in the trade.

Join the Family

With operating conditions improving all the time in Canada, it's good to hear from F. Gorman up in St. Johns.

The MITY-MITE



Tops All Locations!

Size 11½" x 6¾"

SPECIAL PRICE

1 or 100

$4.50

New Dual Play Model takes penny and nickel

1c delivers a penny's worth, and 5c delivers 6c worth of peanuts.

1 or 100

$8.50 each

Send for Sample

100% Factory Guarantee

R. H. OSBRINK MFG. COMPANY

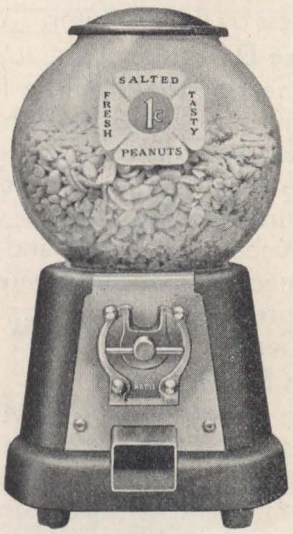
Aluminum Foundry and Machine Shop

1412 East 62nd St. Los Angeles, Calif.

Phone: LAfayette 2883

ADVANCE VENDING MACHINES

101 Models



Write for Catalogue No. 35

ADVANCE MACHINE CO.

4645 Ravenswood Ave.
Chicago, Ill.

California Distributor
ADVANCE MACHINE PRODUCTS
1877 Los Robles Avenue
Pasadena, Calif.

Pacific Coin Machine Exposition

Ambassador Hotel Auditorium, Los Angeles
September 9, 10 and 11, 1935

Registration . . .

A registration desk will be located at the 8th street entrance to the auditorium where all exhibitors will be required to register before being assigned exhibitor badges and booth space. Operators, jobbers, distributors and others attending will be required to register to secure admission passes.

Dates . . .

September 9, 10, and 11 are the dates set for the second annual Pacific Coin Machine Exposition. The Exposition will be held in the beautiful auditorium of the world-famous Ambassador hotel in Los Angeles. Parking space for hundreds of cars is provided adjoining the auditorium.

Hours of Exhibition . . .

The exhibit hall will be opened on September 9 and 10 from noon to midnight and on September 11 from 11 A.M. to 5:30 P.M. The exhibit hall will not be open to anyone other than exhibitors before noon on these days and exhibitors may gain entrance only through displaying their exhibitor badges.

Sub-Letting of Space . . .

No exhibitor is allowed to assign, sublet, or apportion the whole or any part of the space allotted him nor exhibit therein any other goods than those manufactured and sold in the regular course of business by the exhibitor.

Service Desk . . .

A Service Desk will be located adjacent to the registration desk at the 8th street entrance to the auditorium. Exhibitors may place orders here for special electrical work, special decorations, special furniture, etc. Electricians will be available from the Ambassador's staff and their services may be obtained on a time and material basis. Rental of all furniture, spot lights, etc., must go through the main Service Desk.

Booth Frames . . .

The Show Committee will erect suitable booth frames of a sturdy design for each booth at no extra cost to the exhibitor unless the exhibitor prefers to install his own frames and display background. Frames supplied by the Show Committee are to be covered with decorations, banners and sign work by the Exhibitor. Frames left uncovered will be ordered removed from the exhibit hall.

Chairs, Tables . . .

No chairs and tables will be provided without special order. Exhibitors are requested to completely furnish their own booths. Those desiring chairs, kitchen tables, card tables, etc., may order them through the main Service Desk for a nominal rental figure. Rugs may also be obtained through the main Service Desk.

Decorating and Signs . . .

Decorators will be at work in the auditorium all day Sunday, September 8 and Monday morning, September 9th. Signs objectionable to other exhibitors will not be permitted. No sign will be allowed to extend more than 12 inches above the booth frames.

Shipments . . .

All freight and express charges on machines and materials for booths must be prepaid by exhibitor. Address all shipments to yourself, your booth number, care of the Ambassador Auditorium, Los Angeles, California. Exhibitors must pay all charges for transfering exhibit material to and from the Auditorium and assume all responsibility for loss by fire, theft or damage while it is being transferred.

Protection . . .

Night watchmen and special officers will be on duty throughout the show.

Storage of Crates . . .

Exhibitors' crates and boxes will be stored without charge and returned after the show closes. Each crate and box must be marked with the exhibitor's name and booth number. The show closes at 5:30 P.M. September 11th and crates and boxes will be made available ONLY on September 12.

Setting up Exhibits . . .

The Auditorium will be in readiness for decorations and the moving in of exhibits after 9 A.M., Sunday, September 8th. Booth frames and special auditorium decorations will all be in place prior to this hour and the day may be spent by exhibitors in unpacking, moving in, and decorating booths. Because of the Ball and Banquet at 6:30 on the closing day, September 11, the exhibit hall will close promptly at 5:30 and no exhibits may be removed until after 8 A.M. on September 12th. All exhibits must be out of the exhibit hall by 5 P.M. on September 12th.

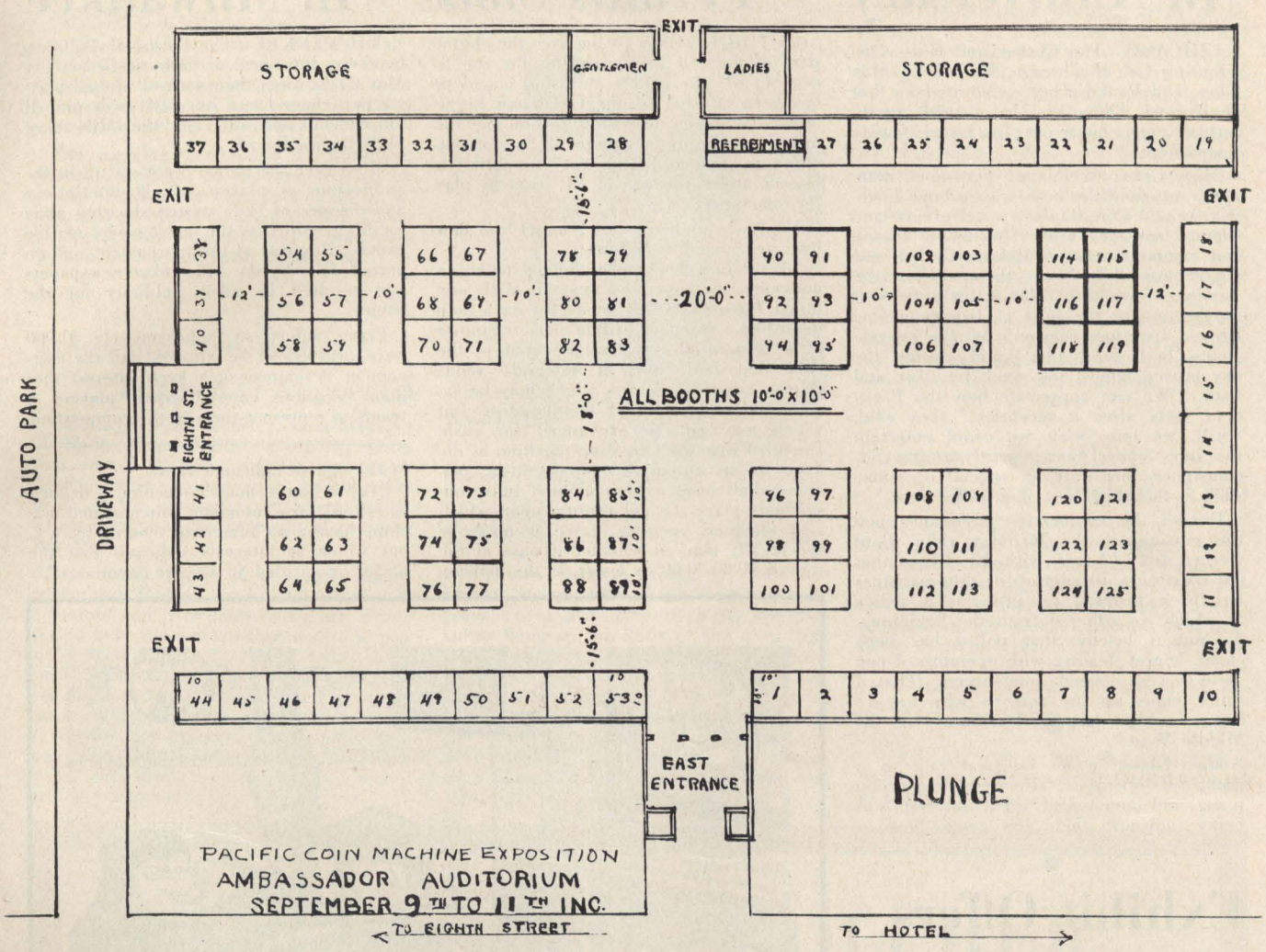
Liabilities . . .

Neither the Show Committee nor the Ambassador hotel will be responsible for any injury that may arise to exhibitors or their employees or for the loss or damage to any goods whatsoever, while in transit to and from the Auditorium or while in the Auditorium. Every reasonable caution will be taken to protect the exhibits through the hiring of special watchmen and detectives.

Floor Plan of

1935 Pacific Coin Machine Exposition

Ambassador Hotel, Los Angeles, Sept. 9, 10, 11



All booths are 10′ x 10′. $50.00 per booth regardless of location.

Special Service Rentals:

Floodlights furnished with lamps and material, rental	each	$5.00
2 chairs, one kitchen table and hall tree. Rental 1 week		4.50
Outlets 110-V. Including material, rental	each	3.00
8 x 10 rug. Rental 1 week		9.00

Detach and mail this space application today

PACIFIC COIN MACHINE EXPOSITION

Ambassador Hotel Auditorium

Los Angeles, Calif., September 9, 10 and 11, 1935

DISPLAY SPACE RESERVATION

We, the undersigned, hereby make application for booth space number (1st choice).....

(2nd choice).....(3rd choice).....(4th choice).....

at the PACIFIC COIN MACHINE EXPOSITION to be held in Los Angeles at the Ambassador Auditorium on September 9, 10 and 11, for which we agree to pay the sum of $.....

A remittance covering one-half of this booth rental is attached to this application and we further agree to pay the balance of said rental in full on or before August 20, 1935.

Firm.....

By.....Title.....

Address.....

Mail application to PACIFIC COIN MACHINE EXPOSITION, 1113 Venice Blvd., Los Angeles, California

Gerber & Glass In Anniversary

CHICAGO—The Gerber and Glass Distributing Co. of Chicago, headed by Max Glass and Paul Gerber, celebrated its first anniversary Thursday, May 2, with an informal open house at its large display rooms here.

Miss Grace Weinberg, personnel manager, surprised the boys with a huge birthday cake. Congratulatory telegrams and phone messages from the many friends and acquaintances of Messrs. Gerber and Glass poured in upon them during the day-long festivities. The strain of serving as greeters to the host of friends among Illinois operators who enjoyed the refreshments, both solid and liquid, during the day proved almost too much for Max and Paul. "We can appreciate how the President feels after a reception," they said. "Still, we only wish we could entertain the boys under these heart-warming circumstances not only on special occasions such as this, but every day in the week."

During the ceremonies attendant upon the cutting of the birthday cake, Paul Gerber said: "I feel, with Mr. Glass, that our success as distributors of coin machines has been fostered no little by a policy to which we adhered from the begininng. To put it briefly, that policy has been clean, honest dealing with operators. Upon their success depends our success. That, I think, sums up the reasons why we are known as the largest distributors in the Middle West."

Max Glass, in an informal talk to a group of operators, described expansion plans and announced great interest was being shown in their new game, Sink or Swim.

•

Exhibit Offers Year Guarantee

CHICAGO—An indication that manufacturers are recognizing the importance to operators of durable equipment is the announcement of Exhibit Supply Company of a one-year guarantee against mechanical defects on the Exhibit Ticket Game.

Difficulties of combining the features of an adding machine, a cash register and a printing plant in one compact mechanical unit have been surmounted by Exhibit by changing dies and improving parts to perfect the first fully automatic ticket game, officials of the firm claim.

Exhibit also announces a new playing field that owners of present Exhibit ticket games can place in their machines by removing the old boards. Operators have their choice of the Whirlpool board or the new Gateway board which utilizes a unique method of ball progression and concealed electric kicker that creates last-ball suspense, according to the manufacturers.

Claude R. Kirk, vice-president of Exhibit, says that other replacement boards are being designed so that owners of Exhibit ticket games can realize continuously on their investment.

Both plants of Exhibit are in full production on Starlite, Ticket Machines, Rapid Fire pay-off tables, counter and digger machines and arcade equipment.

Oklahoma Law Permits Slots

GUTHRIE, Okla.—Effective the latter part of July, a law providing for the licensing of pin games and slot machines has been enacted by the Oklahoma Legislature, with the provision forbidding the owner or person in charge of "a slot machine as defined in the act" to permit a person under the age of 21 years to play the machines.

Machines to be licensed under the new law are defined as follows:

"A vending machine is defined to be an automatic coin-operated machine with premium features, which vends for each coin deposited a standard article of merchandise of a recognized retail value equal to the coin deposited, and at intervals vends checks, tokens or orders which may be exchanged for additional merchandise, but which may not be exchanged for cash. Provided that each vending machine as defined as an automatic coin-operating machine shall have written upon it in a conspicuous place the per centum upon which said machine operates, i. e., it must be specifically marked whether it pays at the rate of 90-80-70-60 or lower, or the division of the figures indicated above.

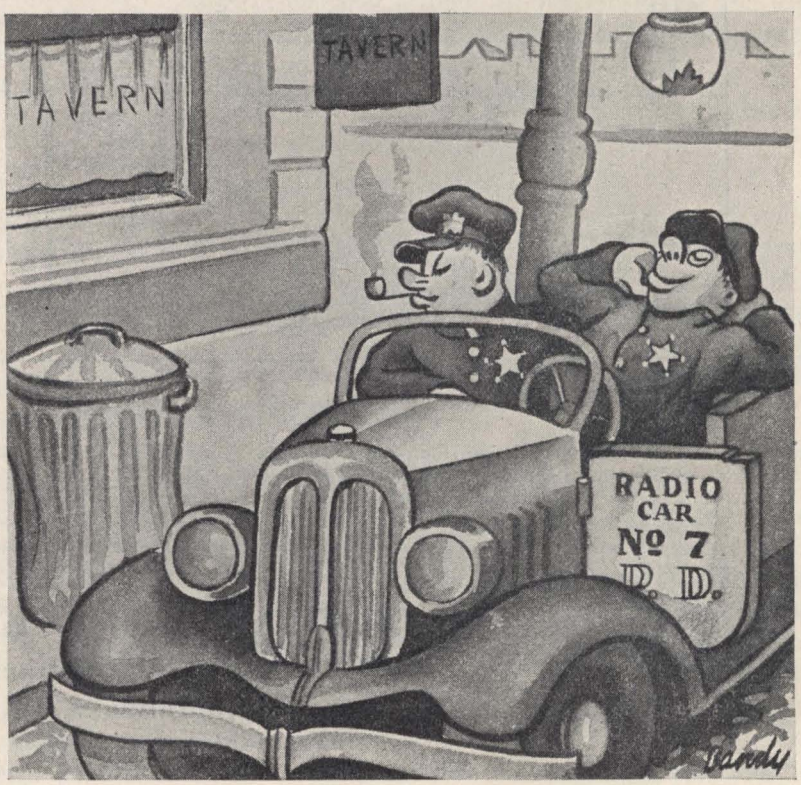
"(a) A pin or marble machine is defined as follows: An automatic coin-operated machine having no automatic vending feature, but which at intervals indicates that the player is entitled to receive premiums."

Open Tourney In Milwaukee

MILWAUKEE—The Futuristic Ballroom here was the scene of enthusiastic activity May 24-26 when thousands of pinball players participated in a huge city-wide pinball tournament sponsored by the Milwaukee Skill Games Board.

More than 200 tables were set up in the auditorium as players of all descriptions and degrees of skill started shooting away for high scores on the latest model marble games. Progress of the tournament was reported daily by the Milwaukee newspapers and resulted in great publicity for the games.

Prizes valued at approximately $1,000 were awarded to the winners, and the tournament developed such keen interest that many locations entered expert players or teams to represent them in the competition.



"Never mind, Mac. Hogan's got Illinois Locks on his coin machines."

Illinois Locks make it easy for the cops, because they dependably safeguard the money chambers of your machines. For special protection of your profits, specify *Champion* or *Junior* Illinois on the machines you buy. Dependable Locks for all your cabinet needs are illustrated in the Illinois Lock catalog, sent FREE on request.

The ILLINOIS LOCK COMPANY

737 WEST JACKSON BOULEVARD CHICAGO, ILLINOIS

Jennings Stages Big Sales Derby

CHICAGO—Rivalling the famous annual Kentucky Handicap in thrills and excitement, the entire sales force of O. D. Jennings & Company is rounding the turn and coming into the home stretch with a new "track" record anticipated.

The morning line shows F. Burgeson, district distributor of Chicago, leading by several lengths, but hard pressed by P. L. Burgeson of Minneapolis, with Bill Thomas, Springfield, Ohio, and Earl Karm, from St. Louis, neck and neck, coming up.

●

Automatic Settlement Feature Is Approved

CHICAGO—Jim Buckley, sales manager of Bally Manufacturing Company, states that one of the most popular features of Traffic, Bally's combination payout-ticket game, is the automatic settlement device, which eliminates the necessity of counting tickets.

Jim claims Traffic is a bigger money-maker than Rocket, but in addition to this, operators and merchants alike are enthusiastic over the feature that makes it possible, every time a free-game ticket is issued, for a corresponding number of nickels to drop into the merchant's compartment. When the operator collects, he merely divides the contents of the main cash-box with the location owner. This, Jim points out, saves the time of the operator and the merchant.

● In Europe ●

William Rabkin, head of International Mutoscope Reel Company of New York, and Mrs. Rabkin are pictured here on the deck of the ship that took Rabkin to Europe the latter part of May. He visited the French National Coin Machine Show in Paris, and was to make an extended tour of the continent before stopping in London and Edinburgh to visit the offices of S. Capaldi & Company, British distributors for Mutoscope.

June 20 Release On New Baseball

CHICAGO—Dave Gottlieb, head of D. Gottlieb & Co., announces that they will have a new baseball game ready for delivery June 20th. Dave said that this game is utterly different from any baseball game offered to date. First of all, the game has actual players running the bases, not makeshifts. This new baseball game incorporates every feature of an actual ball game and all the real thrills and excitement. There are balls, strikes, hits, singles, doubles, triples, home runs, outs, errors—in fact everything to make the game complete. An electric scoreboard automatically records the hits and runs.

Jobbers and operators who have seen and played this new game agree it is totally different and remarkable in its dynamic action and strong player appeal.

●

Canaan to Distribute Vending Machine Line

LOS ANGELES—Announcement has been made here of the appointment of W. P. Canaan, veteran coin machine man, as distributor for the Columbus vending machine and the Northwestern Corporation's products in the West. Canaan also is handling American Chewing Products gum, for which a Los Angeles warehouse has been opened for the convenience of the trade.

●

SEE AD OF LONG BEACH COIN MACHINE EXCHANGE IN BARGAIN MART.

Good Luck to LOU WOLCHER

On the Opening of His Fourth Office at

1150 W. Washington Boulevard - - - - Los Angeles

We are confident that the same policy of quick service, fair prices and able personnel will make this new office a big success. Operators on the coast can depend on getting the products from the house of

D. GOTTLIEB & CO.

from any of the offices listed promptly and at specified factory prices.

Western Distributors, Inc. **Advance Automatic Sales Co.**

3126 Elliott Ave. SEATTLE **1606 N. W. 23rd Ave. PORTLAND** **1150 W. Washington Blvd. LOS ANGELES** **1021 Golden Gate Ave. SAN FRANCISCO**

CABLE ADDRESS: PINGAME, SAN FRANCISCO

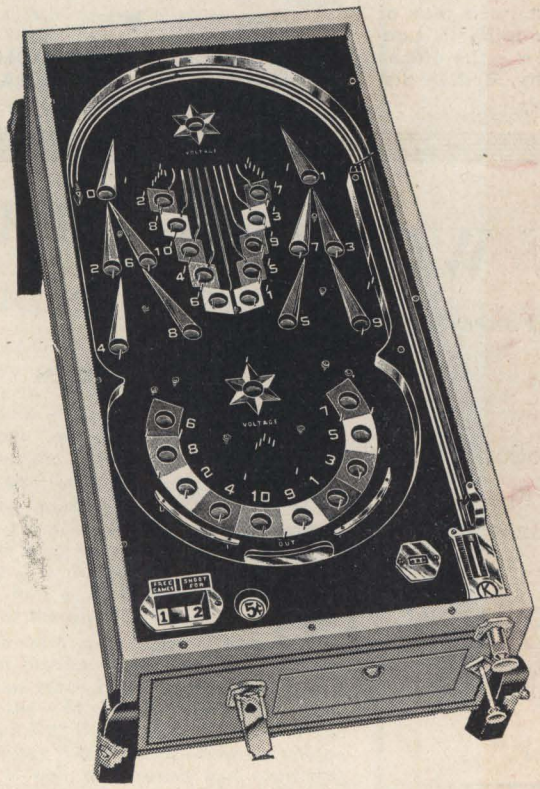
Leading the Parade...*as usual*

We are proud to be

FIRST TO CONGRATULATE NATIONAL AMUSEMENT CO.

on your First Anniversary!
The entire Pacific Coast looks up to you
as one of Keeney's Distributors for

QUICK SILVER



The Game That Brings Back the Good Old Days With These KNOCKOUT FEATURES:

1. Legally automatic—does not pay out—player's Skill Awards of "Free Games" are automatically recorded on "Free Game" dial. Requires no attention from merchant.

2. Gives operator accurate record of skill awards paid by merchant—you don't have to take the merchant's word for it. Cheating by merchant is eliminated.

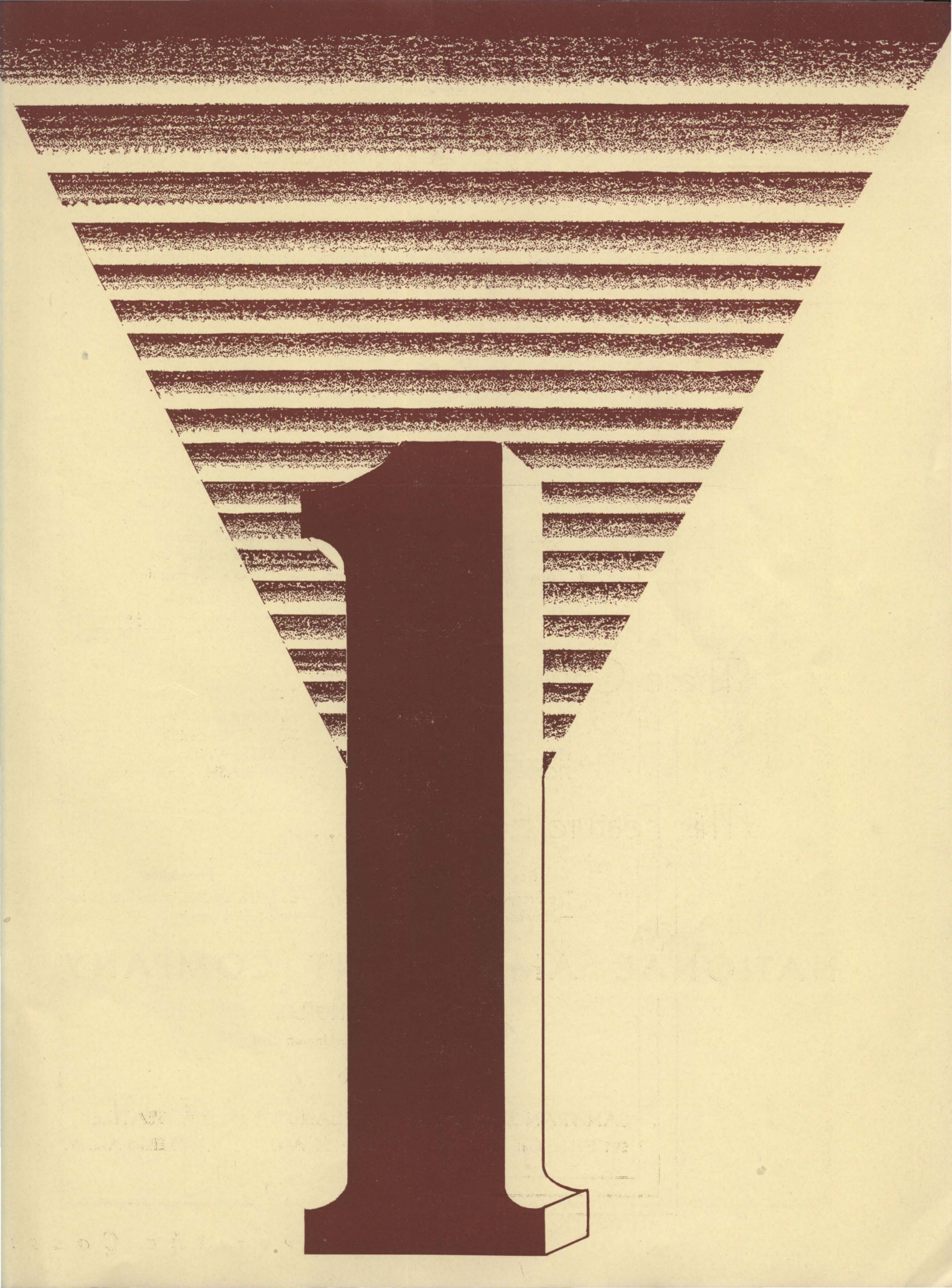
3. Permits replay of "Free Games" by operating coin slot *without inserting coin*. As a result, player replays 80% of his skill awards back into the machine. Thus net profit is tremendously increased.

Order from National Today!

$67.50 F.O.B. Chicago

J. H. KEENEY & COMPANY

2900 Michigan Boulevard **Chicago, Illinois**



Milestones . . .

¶ On June 1, 1935, National Amusement Company was one year old. ¶ This will surprise many of you who have come to know National as an old friend, one whose hand clasps yours with a confidence enrichened by mutual experience and enduring as time. ¶ To you who have set in place our first milestone, we pay tribute on these pages . . . We sincerely recommend the products of these firms whose co-operation makes it possible for us to offer to the Pacific Coast . . .

These New Table Games . . .

ARMY & NAVY—Rock-Ola
BASEBALL—Genco
BATTER-UP—Exhibit
BUILDER-UPPER—G - M Laboratories
†**CRAZY LANE**—California Games
DEALER—Exhibit
DIVIDER—Automatic Amusements
EQUITY—Mills
FLASH—Rock-Ola
FRISKY (New)—Bally
†**GATEWAY**—Exhibit
GOLD GULCH—Automatic Engineering
GOLD RUSH—Rock-Ola
INDICATOR—Automatic Amusements
JOCKEY CLUB—Exhibit
JUNGLE HUNT—Exhibit
KINGS—Genco
KINGS OF THE TURF—Evans
†**NUMBERS**—California Games
QUICK SILVER—Keeney
STAR-LITE—Exhibit
*__TRAFFIC__—Bally
†**WHIRLPOOL**—Exhibit

† With Interchangeable Boards
* Now in 4 models—A-Ticket and payout; B-Payout only; C-No payout or ticket; D-ticket only

These Counter Machines . . .

BLACKJACK—Mills
DARBY—Evans
HOLD and DRAW—Rock-Ola
HORSESHOES—Exhibit
NATURAL—Bally
SELECTEM—Exhibit
TICKETTE—Mills
TURF FLASH—Groetchen

This Feature Equipment . . .

Rock-Ola Multi-Selector
The Premier Automatic Phonograph —now ready for delivery.

Planetellus
Bally's wizardous innovation, a fortune-telling machine.

NATIONAL AMUSEMENT COMPANY

LOS ANGELES
1481 West Washington Blvd.

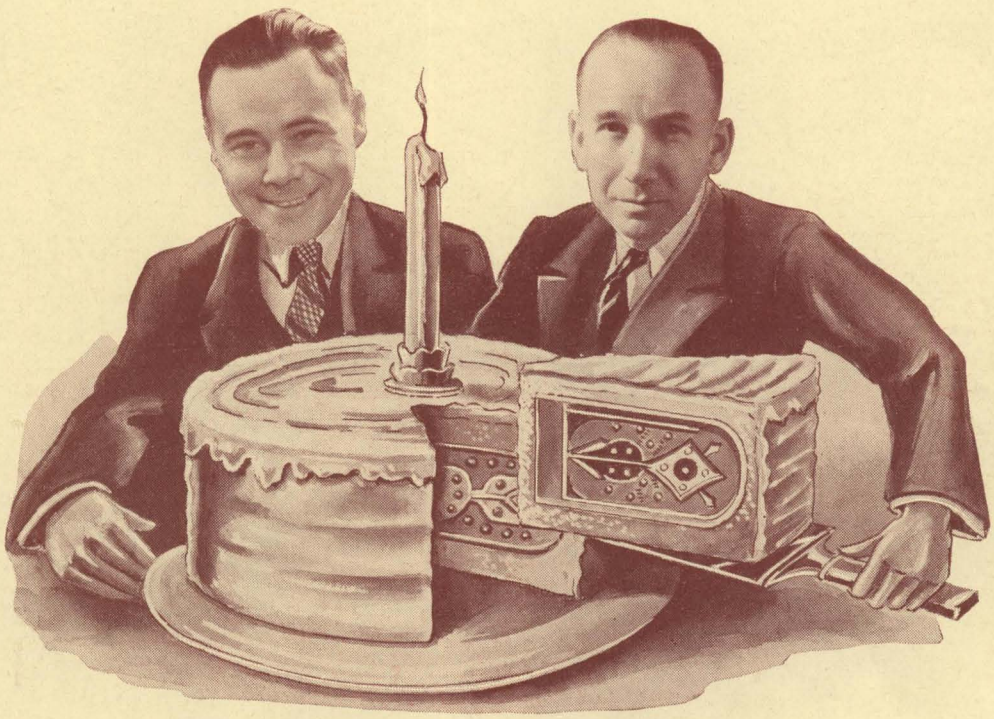
◆

SAN FRANCISCO
521 Golden Gate Ave.

PORTLAND
413 S.W. 13th Ave.

SEATTLE
100 Elliott Ave. W.

All Over the Coast



We are not celebrating our 25th anniversary -- or even our 10th. But every one of you know that the first year is the hardest.

We're mighty proud of the lone candle on our cake. It represents one solid year of pulling together, with you and for you.

In the years to come you will find us never forgetful of what you have done to make our first year possible - You operators who place faith in a square deal with us - You manufacturers on whom the future of the industry depends, and you fellow distributors and jobbers whose efforts maintain this industry on its highest level.

H. H. Stuart
Jack McClelland

CONGRATULATIONS KIDS!

So You Boys Are One Year Old!

You have done a swell job! You have built a fast-thinking, square-shooting sales organization! Your sales of "REBOUND" made pin game history . . . *we are happy that it was our good fortune to give you this record-breaking game.*

And to start your second year right . . . we give you the biggest winner yet . . . CRAZY LANE! ! !

Oh, Yes!!

National Amusement Company will fill your order on the Pacific Coast for Crazy Lane, $54.75 f.o.b. Los Angeles. (Crazy Lane inserts for Rebound cabinets only $26.50 f.o.b. Los Angeles.)

CALIFORNIA GAMES CO.
1606 SO. FLOWER ST., LOS ANGELES

Growth

FROM a humble start only twelve short months ago, National Amusement Company has expanded—gradually, to be sure—from its main office in Los Angeles into a huge organization that spans the entire Pacific Coast and has become an expedient factor in the distribution of the latest in coin-controlled equipment. From Los Angeles to San Francisco to Portland to Seattle, the National chain provides a direct, personalized service to operators.

At the head of this organization—ever awake to the needs of operators because for years they were operators themselves—are J. C. (Jack) McClelland and H. L. Stuart.

Each brought to the coin machine industry a wealth of business experience, Mr. McClelland as owner of a fire protection company and Mr. Stuart as an associate for many years of the General Motors Corp. Members of the American Legion, Masons and Elks, these two are real fellows you like to know; their active leadership extends beyond the industry itself.

First to foresee the popularity of jumbo marble games, when they were operating as the American Novelty Company, they demonstrated long ago their ready perception of public fancy in amusement equipment, and their success as distributors since founding the National Amusement Company on June 1, 1934, has been largely due to this knack for knowing what the public wants.

LOS ANGELES SHOWROOMS

LOS ANGELES MAIN OFFICE

Main Office

AT ITS headquarters at 1481 West Washington Boulevard, Los Angeles, now doubled in size and completely remodeled, is the main office of National Amusement Company. Here are the elaborate display rooms where the newest models from Pacific Coast and Eastern factories are exhibited. Here, also, is the famous National Bar and clubroom for operators—that favorite spot where the boys gather to thrash out the important problems of life, to rest their heels on a dented brass rail that has accomodated the feet of many renowned celebrities, to view art unadorned, and to quench the most remarkable thirsts in the world.

In addition to the largest display floor in the West, over which George Schwartz, sales manager, proudly presides, National's main office also is equipped with an extensive service and shipping department. Members of the expert mechanical staff include Edward Olsen and Minor Meade.

It's not surprising at all, but operators calling at National have a tendency to delay inspecting the games or even visiting the bar in order to get a cheery "Hello" from the two young ladies in the office. They are Miss Pauline Klassen and Miss Evelyn Smith.

4 NEW BIG EXHIBIT WINNERS
NOW READY 4 YOU!
"BATTER UP"
LIGHT UP BASE BALL TABLE
"Play Ball"—is the cry of the fans. "BATTER UP"—yells the umpire—and the great game is on whether out at the ball park—or on a location where EXHIBIT'S latest baseball game is on the job—batting a '450'—average for operators.
It's a light up game—with an inner-built' light up score board to chalk up the winning runs—with 10 balls to shoot—to flash symbol combinations—or high numeral scores.
39.50
"dealer"
the Original '21' Game with Marbles
IN EXHIBIT'S "DEALER"—you'll see the most authentic "21" game with marbles ever produced. You'll see—all the thrilling plays of the original game without omitting a single feature, so simplified that even those unfamiliar with the real game itself—can see and understand at a glance what it's all about to give hours and hours of enticing entertainment and provide great profits to operators.
Played with 8 large one inch balls—3 blue balls representing the "DEALER"—in a separate area—and 5 white balls for the player to shoot. It's a great thriller and a lasting favorite everywhere.
39.50
Greatest of all
Jungle "HUNT" LIGHT UP TABLE
with all the big game of the wild jungle to shoot at. Everybody likes the thrills of hunting big game. You're in the jungle with this latest and most beautiful creation by EXHIBIT.
49.50
Derby Club
LIGHT UP Table
HORSES—HORSES—HORSES—to win—show—or place—with ODDS and everything that makes the old Derby a fascinating pastime. You can't lose—with this newest sensational table—because it's a winner—by EXHIBIT—as usual.
49.50
O.D.

NATIONAL AMUSEMENT COMPANY

1481 WASHINGTON BLVD. *Distributors* LOS ANGELES

Branches in San Francisco, Portland and Seattle

San Francisco Office

THROUGHOUT Northern California, National extends its helpful influence to operators and jobbers by means of complete stock and an efficient staff at its San Francisco branch, under the management of Clarence N. McClelland.

Here, as throughout the Pacific Coast territory, National provides direct factory representation that means a saving of days—and even weeks— in the delivery of new models so that there is no delay and no lost time for the operator.

Like his brother Jack, one of the heads of the firm, Clarence McClelland has a thorough background in the coin machine industry dating back to his operating days, which is reflected in the faith operators place in his judgment. As an executive, his keen insight is the result of a successful record of business management in other fields as well as in the coin machine industry.

In charge of the service department is Gerald "Slim" Blackburn, who received his rating as an expert service man before being transferred from the Los Angeles office.

Madame Secretary, Anna McClelland, has a position in the firm that is unique in that it tends toward the administrative. The reason: In private life, she's Mrs. Clarence McClelland!

SAN FRANCISCO BRANCH, 521 Golden Gate Avenue

Portland Office

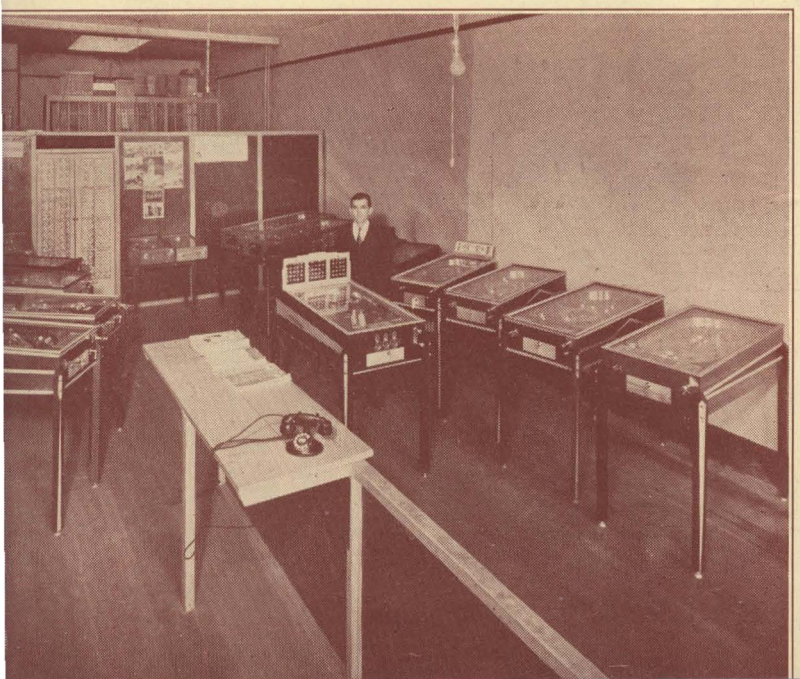
BUSY times, these days, are being reported by Oregon operators, whose activity is so largely focused on National's Portland branch that the firm has had to seek larger quarters in the City of Roses.

Hence the announcement, on this appropriate occasion, that the National Amusement Company's new Portland office and display rooms are located at 413 S. W. 13th Avenue.

Clif Lewis, manager, is a popular fellow with the Oregon operators as a result of the royal welcome given to National when it provided Oregon with its first jobbing headquarters. When the operators no longer had to go to Seattle or to San Francisco to select their new models, they accorded National a hearty vote of thanks for being first to bring this service directly to them. That is why National's leadership is felt to this day as a vital influence in the Oregon field.

Working with Mr. Lewis are two mighty fine fellows, each of them well versed in the requirements of modern operators for modern equipment. They are Art Rud, salesman, and O. A. Donaldson, service man.

PORTLAND BRANCH, 413 S.W. 13th Avenue



H. C. EVANS & CO.

CONGRATULATIONS!

NATIONAL AMUSEMENT COMPANY. On this happy first birthday accept our sincerest wishes for your continued success.

●

We are proud to say that the

NATIONAL AMUSEMENT COMPANY

is One of Our West Coast Distributors.

●

Ready Now!

$43.50

KINGS *of the* TURF

Thrills of the Sport of Kings in this new royalty of pin tables. KINGS OF THE TURF will last longer—earn more. Horses cleverly race around the track, advanced by balls that drop into skill holes on the board. The new automatic ball counter adds to the fascinating appeal. KINGS OF THE TURF—out of Quality, by Evans.

F. O. B. CHICAGO

H. C. EVANS & CO.

1528 W. ADAMS ST. **CHICAGO, ILLINOIS**

Veteran Sales Manager

SUCCESS, in a large measure, of the National Amusement Company has been due to the genial contacts with operators and the sound merchandising program of George Schwartz, sales manager of the firm with headquarters in Los Angeles.

George virtually grew up with coin machines. Thirty-five years ago, as a "kid," he operated his own vending machine route. He made his own machines, with the squirrel-trap trips that made it necessary to depend on the honesty of the public (they could be operated with a nail or wire). What's more, those were the days when they had to shell their own peanuts, roast them—everything but grow them! He made his rounds of the route by bicycle.

For years sales manager of various Eastern novelty houses, including the Wolverine News Company in Detroit, Mr. Schwartz combines a natural understanding of sales problems with an inborn sense of what will "click" in coin machines. He has an engaging personality that makes his many operator friends feel that "Here's a dyed-in-the-wool coin machine man."

GEORGE SCHWARTZ

Exclusive Pacific Coast distribution has been given to one of the youngest but most promising organizations in the territory, the National Amusement Company, for pin tables manufactured by G-M Laboratories, Inc., long manufacturers of scientific apparatus and industrial control equipment. The same high degree of ingenuity and technical ability demanded by other G-M products will be used to give the public outstanding pin tables. G-M Laboratories, Inc., 1731 *Belmont Ave., Chicago, Illinois.*

Hats off to

NATIONAL always has these Rock-Ola Products in stock for you!

★ ROCKOLA Multi-Selector

The ROCKOLA Multi-Selector cost a quarter of a million dollars to build. Without question, it is one of the greatest products in the industry. And, yet, it sells for less than any other phonograph on the market. See it today in our showrooms and be convinced.

★ FLASH

Rock-Ola's FLASH has a better playing field, a better pin arrangement, a better mechanism, and greater earning-power than any other game with the free-game coin chute. We suggest that you try a sample FLASH today and prove these things to yourself. **Price $67.50.**

★ GOLD RUSH

GOLD RUSH is proving to be America's best one-shot pay table. Pacific Coast operators like its name. So do locations. And the game itself is a real gold mine for profits. Every time an operator tries a sample, he wants more. So the game must be good. **Price $67.50.**

★ 21

If you want a light-up game that is first-class in quality but way down in price, get 21. 21 is attractive, dependable, and a money-maker. It's the leader of all 21 games. So make 21 **your** game. **Price $39.50.**

★ HOLD and DRAW

HOLD and DRAW, in the new model, works smoothly and surely every time and all the time. And it makes real money. To help you cover your spots quickly, National keeps HOLD and DRAW in stock for you. See us today. **Price $29.50.**

★ ARMY-NAVY

At the new low price, with the perfected mechanism and the new "gold top" playing field, ARMY-NAVY is entitled to every operator's consideration. Try a sample today and let ARMY-NAVY put some good profits in your pocket. **Only $37.50.**

NATIONAL AMUSEMENT COMPANY

MAIN OFFICE	BRANCHES		
1481 W. Washington Bl. Los Angeles, Calif.	521 Golden Gate Ave. San Francisco, Calif.	413 S.W. 13th Avenue Portland, Oregon	100 Elliott Ave., West Seattle, Washington

NATIONAL!

★ One year – just 12 short months – is not a long time. And yet, in that short space of time, the National Amusement Company has become a great organization. Its offices in Los Angeles, San Francisco, Portland, and Seattle are undeniable testimony to National's growth and progress. Pacific Coast operators like National's service . . . National's friendship . . . National's helping hand. And so we say, "Hats off to National." To its fine leaders, Jack McClelland and Henry Stuart, should go a major share of the credit. Their enterprise, their daring, their thinking and their planning, are in no small way responsible for National's rise. And to the entire National organization, to every one of the men and women comprising its membership, our hats are off and our hands are out in sincere congratulation. May you continue to serve the coin machine industry as ably and efficiently in the years ahead as you have done these last 12 months.

"Good service is always well rewarded."

RMC

ROCK-OLA MFG. CORPORATION

800 to 866 North Kedzie Avenue, Chicago, Illinois, U.S.A.

The National Amusement Company Deserves Our Congratulations On This Happy Occasion « « « «

Pacific Coast Operators ---See and Play GENCO'S

ALL ELECTRIC Base-ball GAME

All Plays and Runs Recorded In Lights

Runs Also Are Recorded on GENCO'S New Run Register

Worth $10 More

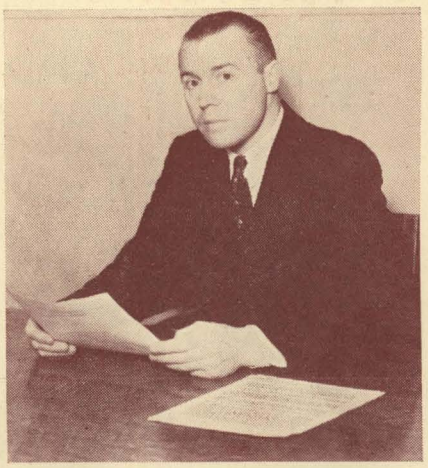
$49.50 F. O. B. Chicago

GENCO, Inc.

2625 N. Ashland Ave. Chicago, Ill.

Clarence N. McClelland, San Francisco Manager

WELL known to the coin machine trade is Clarence McClelland, who is making many friends for National in his administration of the San Francisco branch. His knowledge of the Northern California field has been gained through years of business experience in that territory, with coin machines and in other lines.



With his brother, Jack, and Henry Stuart, he engaged in operating marble games, baseball machines and other types of automatic equipment with the American Novelty Company in Los Angeles. In addition to learning the operating business from the ground up, he also became acquainted with the manufacturing end.

For a long period of time Clarence was manager of the Haslett Warehouse Company in San Francisco, and seven years prior to that served as manager of the Union Terminal Warehouse in Los Angeles.

His acquaintance with the Northern California coin machine trade was furthered by his connection with the Mills Sales Company of Oakland, where he worked under that veteran of the business, Gordon Mills.

In his capacity as manager of the National Amusement Company's San Francisco branch, Clarence McClelland is in close touch with the operators in his territory and understands their problems and needs. His office is an important link in the National chain, a midway point between the main headquarters in Los Angeles and the Portland and Seattle branches of the Pacific Northwest.

Congratulations, National!

Your First Anniversary is a fitting occasion for the introduction of

GOLD GULCH

Operators: Stake Your Claim

At Once in GOLD GULCH! Fast, 10-Shot Play . . . No Lost Balls . . . Possible Winners on Three Scoring Areas . . . Fascinating SKILL ACTION and Last-Ball Suspense . . Yes, sir, it's a real Gold Mine!

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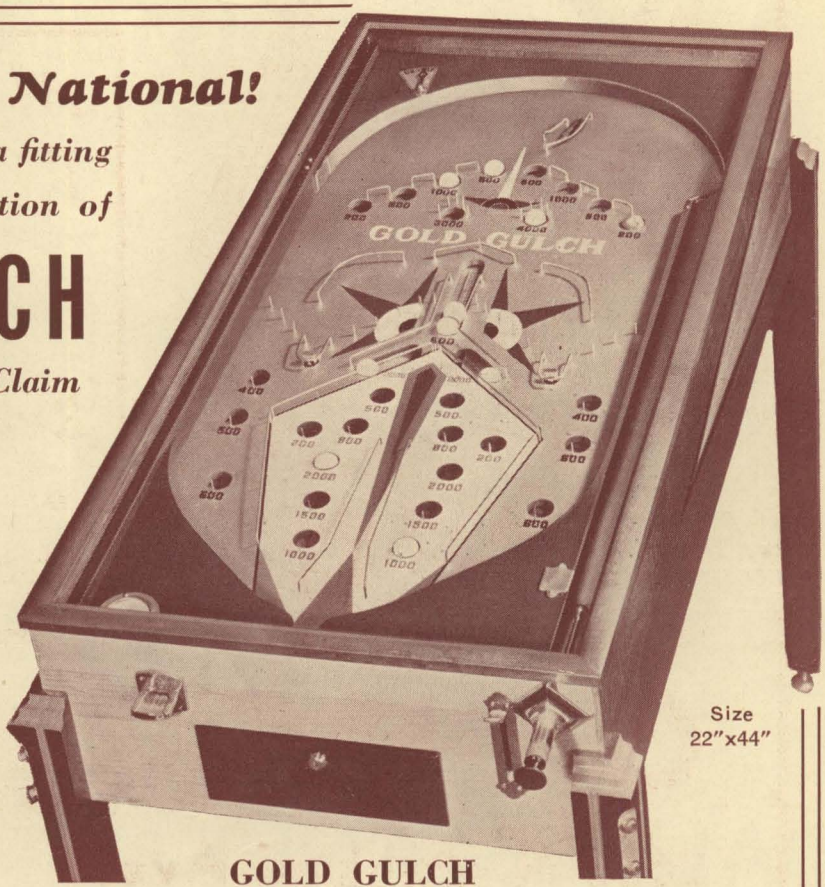

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TO "JACK" AND "H. L."
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On Your FIRST Anniversary
WE KNOW YOU'LL CELEBRATE
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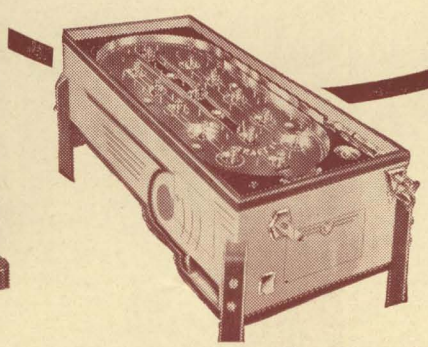

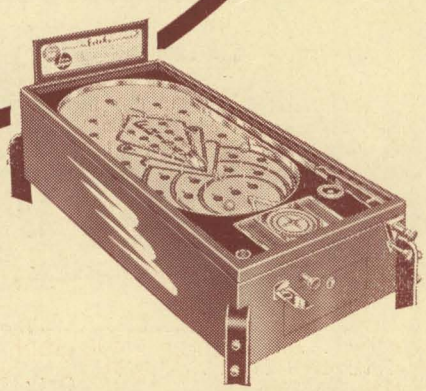

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COIN-OPERATED ASTROLOGY Machine

Cash in on the nation-wide growing interest in ASTROLOGY! PLANETELLUS actually delivers a sealed envelope containing ASTROLOGICAL READING FOR ANY BIRTHDAY IN THE YEAR! Tells your LUCKY NUMBER, LUCKY DAYS and how you are affected by the PLANETS UNDER WHICH YOU WERE BORN. Operates on a dime and TAKES IN $300.00 OR MORE A WEEK in any live spot. Operators who get in on the ground floor will reap a fortune. **Will positively be sold only on EXCLUSIVE TERRITORY FRANCHISE. Write for proposition today!**

TRAFFIC

OPERATORS! Get on the band wagon! When the smartest men in the industry order **TRAFFICS** BY THE CARLOAD — when operators report as high as $90.00 NET WEEKLY PROFIT—when a machine can actually take in $150.00 to $250.00 a week—then it's time to get going! **TRAFFIC** will make more money for you—and last longer on location than any game you ever operated. Get your share by ordering more **TRAFFICS** now.

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Plays the popular 21 OR BUST game in a new and thrilling way. Fast play and Multi-Coin Chute insures heavy take-in—$5.00 TO $10.00 PER HOUR! New, bigger model with roomier play field and tested score system now ready. NO INCREASE IN PRICE. Choice of NICKEL PLAY or PENNY, NICKEL, DIME and QUARTER SLOT. Order your sample today—get the surprise of your life when you see how the money piles up in the cash box!

BALLY MANUFACTURING CO.

All Bally Machines Licensed by Consolidated Patents Corp. Patent No. 1,802,521.

2652 BELMONT AVE. CHICAGO, ILLINOIS

Seattle Office

UNDER the management of Al Gustafson, whose friendly manner and wide knowledge of coin machines probably have won and held more friendships than you would believe possible for one individual in the entire industry, National's Seattle branch has become the Mecca for coin machine men from near and far throughout the great Pacific Northwest.

Here again National's keynote is service and an ever-reliable reputation for being first with the latest in new equipment. Mr. Gustafson's close familiarity with the field enables him to anticipate operators' demands and future trends in public fancy to the extent that the Seattle display rooms at 100 Elliott Avenue West always have the right equipment in stock at the right time.

Al Gustafson needs no introduction to operators in any part of the country, but for the sake of the records it might be well to repeat that he is known far and wide as an authority on the operation of digger machines. For years he was with Exhibit Supply Company and is credited with opening up most of the Southern States to this type of equipment. He later owned the Novelty Sales Company in Los Angeles, supplying the demand for digger merchandise and, with the advent of pin games on a popular scale, developing a wide clientele in this form of automatic amusement. His knowledge of the jobbing and operating field in Seattle and Portland have enabled him to give through National his famous personal satisfaction to Northwest operators.

Assisting as his "right hand man" is Mrs. Gustafson.

AL GUSTAFSON, Seattle Manager

Biggest in Northwest

THE Seattle office has been completely remodeled so that now National has the largest and finest display room in the Northwest. This room occupies 2400 square feet of display space on which is shown all of the new machines just as fast as they are released by Eastern and Western Manufacturers.

The drive-in feature, whereby operators may drive their cars into the store to load and unload, has been retained. This is a very decided advantage to the operators, particularly during the rainy season.

The service department at Seattle is the finest in the Northwest, with an experienced mechanic in charge who has been trained on all types of machines.

SEATTLE BRANCH, 100 Elliott Avenue, West

Only One "National"

THE National Amusement Company office in Portland, Oregon is located at 413 S. W. 13th Avenue and that is the only office in Portland owned or controlled by National Amusement Company or in which the National Amusement Company has any interest.

All operators and particularly the out of town operators who wish to deal with the National Amusement Company by mail are cautioned to make sure that they are dealing with National Amusement Company at 413 S. W. 13th Avenue and not with someone else using a similar name.

PERFECTLY RECONDITIONED GAMES

at Special ANNIVERSARY PRICES!

—Ideal for Pulling in the Money In Those Out-of-the-Way Locations!

Action	$22.50
Barrel Roll	42.50
Beacon	27.50
Champion	45.00
Chevron (counter size)	12.50
Contact Senior	7.50
Contact Jr.	15.00
Contact Baby	8.00
Criss Cross (with lights)	27.50
Criss Cross (no lights)	17.50
Drop Kick	15.00
Fleet	7.50
Horse Shoe Vender	10.00
I O U Gum Vender	10.00
Lightning	12.50
Major League 40″	15.00
Major League 44″	17.50
Majik Key Kicker	15.00
Marble Parade	12.50
Merry Go Round	12.50
Neontact	40.00
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Rebound Sr.	29.50
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Rocket	27.50
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Time	25.00
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EACH GAME THOROUGHLY REBUILT, LIKE NEW!

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Stock and Prices May Vary Slightly at Branches.

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LOS ANGELES
1481 W. Washington Blvd.

SAN FRANCISCO
521 Golden Gate Ave.

PORTLAND
413 S. W. 13th Ave.

SEATTLE
100 Elliott Ave., W.

In the Spring . . .

ANYWAY, these two young ladies in the Los Angeles office are very popular with the operators who make it a habit to drop in regularly at National. They're very busy with books and typewriters, but never too busy to greet visitors with a cheery smile. Both Miss Klassen and Miss Smith ("Smitty" to you) have a thorough familiarity with the business, too. Efficient? Well, you have to be with Jack and Henry for bosses, don't you, girls?

PAULINE KLASSEN

EVELYN SMITH

Busy Scenes

HERE are some brand new views of the main office. **Upper Left:** Complete service department and repair facilities. **Upper Right:** National's speedy delivery trucks that get the games to operators promptly without losing valuable profit-earning time. **Lower Left:** Business office and accessory display counter. **Lower Right:** Here's what happens when Jack McClelland goes to Chicago! The gang kills valuable moments posing in front of the main entrance. Left to right are Kinzy Smith, bartender; Miss Klassen; George Schwartz, sales manager (how does he rate that spot?); Miss Smith; Flo Tremblay, service man; Walter K. Moore, also of the mechanical staff, and H. L. Stuart himself.

. . . Congratulations and best wishes to

National Amusement Co.

On your 1st Birthday

TURF FLASH

Groetchen's New Horse Race Game is proud to be featured by NATIONAL

Flying Hoofs thundering down the home stretch . . . cheers . . . shouts . . . from the excited crowd . . . a neck to neck finish . . . suspense . . . and then the announcement of the winner. That's

TURF FLASH

SEE IT TODAY AT ANY OF THE NATIONAL OFFICES

GROETCHEN TOOL CO.

126 N. UNION STREET
CHICAGO, ILLINOIS

HARRY WILLIAMS

—the man who gave the world the first electrical unit game CONTACT, a game which is today still earning unheard of profits around the globe, extends best wishes to the

National Amusement Co.

on the occasion of their first anniversary. Through the past year it has been our privilege to supply the National with proven HARRY WILLIAMS games —a relationship we hope will continue for years to come. Soon on their showroom floors you will see

"DIVIDER"

and "INDICATOR"... our new

Automatic Pay-out Game

Two new games destined to make coin machine history.

WATCH FOR THEM!

Contact, Signal, Dealer are all outstanding games—surpassed only by DIVIDER and INDICATOR.

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NATIONAL Will Sell Them . . .

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Boomer Bill, the Ramblin' Op

Partly Pure Fiction

By ROLLO SKEGGS

The Story Thus Far:

Giving up his trade as cook to become a traveling operator, Bill Andrews hits the road from New York and finds himself in New Orleans, where he meets Rollo Skeggs and they become partners. After some interesting experiences with Melia and Jerry, a couple of Arcady night club girls, they finally get around to placing a few machines on location. In a prospective location one night, they sit in on a friendly poker game with their last $26 *and come out with* $97 *when Bill smells dirty work at the crossroads and by force of a threat makes his honest pat full house beat four very unnatural aces. Returning to their hotel, they are waylaid on a dark street and Rollo is knocked cold. Now continue with the story:*

CHAPTER IV

A SHARP pain over my left ear was the first thing that indicated there was some life left in the old body yet. It was a pretty blank old world I was gradually coming back to. All I could figure out was that I must have landed on my head when I fell out of the hayloft, but I wondered where the cows were. Dimly my eyes began to focus and I realized there weren't any cows; there wasn't even a barn! The street lamp at the corner, fading out of sight every time the pain stabbed through my head, suddenly stopped flickering and by its clear light I saw I wasn't back on the farm at all; I was piled up in a doorway at the edge of an alley.

With the restoration of my memory, it slowly dawned on me what had happened. Sure enough; the poker game, the phoney hand, Bill cashing out that $97. . . . Say, where was Bill? Was he doublecrossing me? Was he in with these thugs? I had known him only a week or so. I wanted to kick myself for being such a sucker, but even kicking myself was too much effort and my head was splitting. I sat up against the wall, felt back of my left ear to see if my brain was exposed, and to my surprise felt no pain at the touch of my hand. I felt around on the other side of my cranium, and wow, what a tender spot! There wasn't any cut, but I must have had a fractured skull, no less. No ordinary blow could have raised a lump like that.

I rose to my feet weakly and looked around for Bill. I fished in my pocket for a match, and by golly, the pocket was turned inside out. That dirty crook Bill. Not content with framing me in a poker game, he had had his filthy cronies do me in to see if I didn't have a few more dollars on me. And after the good times I had shown him. Some partner *he* turned out to be.

A groan from the alley attracted my attention. Maybe it was Bill, I thought. They probably had knocked him over, too. There he was stretched out on his stomach. I was sorry I had suspected him of treachery, but I guess we were cleaned out of our $97 for fair.

"Hurt bad?" I asked him. I rolled him over and got the shock of my life. It wasn't Bill. It was Rail, the Portuguese!

Thoroughly disgusted, I pushed him over on his face again, convinced by now that Bill and Red were in cahoots and probably right now were laughing together over their $97 pure velvet.

Rather shakily I staggered along to Canal Street and made my way to the Star Hotel. I'd raise the dough somehow and get out of here in the morning. Back to the plantation for me. . . .

It was a hard job to get up those stairs to my room, and once inside I thought I'd fold up again. I fell across the foot of the bed but came to with a start when I felt my head resting on a pair of feet. Wrong room? I switched on the light, and darned if there wasn't somebody snoring away in that bed! It was Bill.

"Well, you lousy so-and-so," I yelled at him. "Wake up and do some explaining. How come you leave me cuddled up on the concrete while you pound your ear on a soft pillow?"

"Aw, g'way, I'm sleepy," mumbled Bill. "Oh, that you, Bud? Tell me, how'd you come out?"

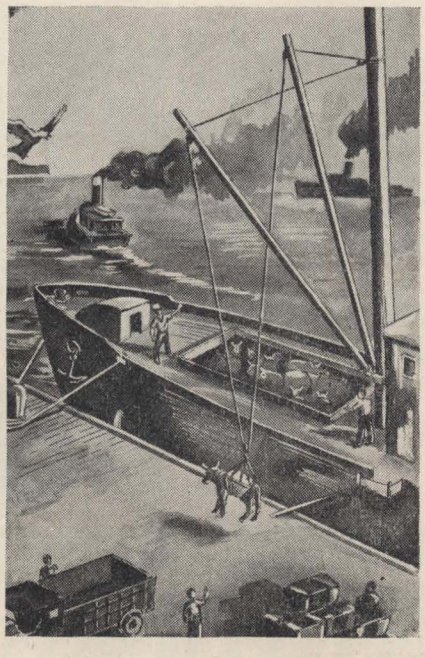
"You big stiff, you. Go off and leave me for dead, huh?" I retorted.

"Now, listen here, it weren't that bad," Bill explained. "Which's more important, ninety-seven bucks or you? I took one cut at Rail, musta broke his jaw. Then I lit out fer Red 'n' never did catch him. Figured Rail couldn't do you no harm, and that red-headed rat wouldn't dare go back, and you didn't have nothing valuable on you nohow. Besides, I was tired when I got up here."

If I had had the strength, I would have yanked that guy right out of his warm bed. Instead, I said: "You're some *great guy*, I must say, Bill, leavin' my corpse out in the street like that."

"Shut up and pile in bed," Bill grumbled as he dozed off.

I snapped off the lights and turned in.



The pain had subsided somewhat, but as luck would have it I slammed my head down on a hard place in the pillow and started it aching all over again. It felt like a rock in the bed. I fished around under the pillow and guess what I pulled out! A number eleven shoe that couldn't belong to anyone but Bill. Inside it was a roll of bills. I threw the shoe, greenbacks and all, at the far wall and went to sleep.

* * *

Within three weeks Bill and I had built up a fair string of machines. Our best spot was a coffee shop down on Clairbourne Avenue that gave us a neat take every four days. A couple of slots in a little dive off St. Charles were bringing in a good net, and our mechanical orchestra was coaxing a steady stream of nickels out of the boys at a pool hall on Paris Avenue. I was getting quite a bit of satisfaction out of our growing business when Bill started getting itchy feet once more. The first sign of his desire to be on the go again was over at Melia's one night.

Bill and I had been seeing the girls once or twice a week, and Jerry had been holding Bill's interest about as long as any one woman could. As a result of our queer foursome, Melia and Jerry had become quite friendly in their work at the Arcady, which is unusual for a top entertainer and a mere check girl. Melia and I never found the other two in our way if we wanted the cottage to ourselves. At the slightest suggestion, Bill would yank Jerry by the arm and say: "Come on, we're goin' for a walk," or "Let's see some of the life in this burg." Needles to say, I had developed a deep affection for the pretty, dark-haired Melia, and she was regarding me each time with an increased sense of possessiveness. Her invitations to drop in at the cottage for a bite to eat after the midnight show were becoming more frequent, and tonight was just such an occasion.

Melia and I were sitting in front of the fireplace, watching the flames lick at the logs and saying nothing, while Jerry was out in the kitchen helping Bill fix up a platter of ham and eggs and a pot of coffee. As he picked up four eggs in each hand and broke them skillfully into the frying pan without disturbing the yolks, Bill remarked:

"Reminds me of the time I stood galley watch on a tanker bound for Honolulu. How those guys could stow away the 'ham and.' We had a funny little French deck engineer aboard who used to turn out every morning about 5:30 and pick up the flying fish off the well deck. He'd clean 'em and bring 'em in for me to fry for his breakfast. Sometimes I wish I was back out on the old Harper. She was a good old seagoin' wagon and I was the best cookie out of 'Frisco. The boys all said the Harper was the best feedin' tub they ever shipped on."

When Bill started reminiscing, it was a sure sign he wasn't going to be content to stay in this place much longer. The two of them brought in ham and eggs and I never tasted a better snack, with good coffee to go with it. I was all for settling

down in a scene like this, and Bill's restlessness rather disturbed me. You couldn't quiet him.

"Yep, it's great to be out on the water for a long stretch. And then to see a string of little islands come poppin' out of the water at you. Say, those half-caste girls down Pago Pago way can't be beat for looks or liveliness. Only trouble is, the government don't hesitate to make a sailor settle down as head of a native family if he happens to step outa line with one o' them beauties."

"Come on, now, Bill," Jerry cut in. "Keep the grass skirts out of it, but I'd sure like to see those places some time."

Melia was visibly concerned with the turn of the conversation, apparently hoping that the footloose Bill wouldn't want to pull stakes and take me with him. Her fears didn't subside any when Bill announced:

"Say, Bud, I got an idea. There's a few intercoastal ships on the gulf run. Why don't we see what we can do for ourselves?"

"How about our machines, Bill?" I replied. "You're not going to chuck a good thing now that we've got it started, are you?"

"Well, you know how it is," Bill sidestepped the issue. "The best place in the world goes dead on you when you've been there too long."

"Go ahead and take a powder, but let Rollo stay here and run the business," Melia advised, gripping my knee with one of her tiny hands. I'll admit I was touched by Melia's attachment to me, but there's no denying I was somewhat fascinated by Bill's talk of strange places.

"If you really want to get a boat," volunteered Melia, "I've got an uncle over in Gulfport who used to be mate on the gulf run. He might fix you up."

"Great," said Bill.

There were no two ways about it the next day. Bill insisted we head for Gulfport, and so we headed there, on the 8:30 bus. Never took such a long way around to go such a short distance in all my life. Took us four hours and it was more than a hundred miles by that road, winding around the Pearl River swamp country and down to the Mississippi coast at St. Louis Bay. It was past noon when we got into Gulfport, whose sole claim to fame in my mind was that it was the town that gave the world Melia. In a little backwash we found the cottage of Francis Fournabault, Melia's uncle. He was enjoying his after-dinner pipe and puttering around with some fish nets that needed repairs.

"Melia sent us over to look you up," Bill greeted the small Frenchman. "She's a special friend of mine and was tellin' us as how you could fix it for us to ship out."

Fournabault didn't look up from his nets. "So you know Melia, eh?" he asked. "Tell me, is the girl happy these days?"

I was assuring him that Melia was doing right well in New Orleans, but Bill broke in again. "How long has that steam schooner been in? Looks like a right smart craft for a cookie like me!"

"You a ship's cook, no?" Fournabault queried. "I don't know about anything but sea-going stevedores, but maybe I can help you. That's the Josiah M., in from Brownsville last night with a cargo of steers. Her skipper's a young fellow by the name of Henry Cleese, one of the finest sailors I ever broke in. Want to go over and have a look?"

He led the way along the waterfront three blocks and halfway out a long pier where the Josiah M. was moored in shallow water. The last of the steers had been lifted out of the hold and into trucks, but there were unmistakable signs of their presence on the deck of the dirty schooner. It was one of those coastwise boats with a bridge that folds back so that booms can be swung over the hatch. Obviously it hadn't been kept up; the deck house was sadly in need of paint, the rails were battered, and a soiled American flag tried to muster pride as it sagged in the breeze above the large letters, Josiah M., over the stern. A heavy-set fellow in grimy whites and a greasy cap swung out of the galley house munching on an apple, and Fournabault sung out:

"Hello, Captain! Well, well, Henry. Haven't seen you for four trips. Meet a couple of friends who want to ship with you. Didn't get their names, but this one's a cook and the other—well, he didn't say."

"Ain't this a piece of luck, though, Frenchy?" said the skipper. "Here I am fixin' my own mess and feedin' the crew ashore since that no-good nigger cook went on a tear and ain't showed up. I c'n sign you on right quick," he addressed Bill. "As for your partner, what's he do?"

Before I could say I didn't want a job on this boat and hadn't shipped out before anyhow, Bill barked:

"Him? He's a first-rate A.B., used to be shipmates with me out on the Coast."

"Well, turn to tomorrow and we'll see what we can do. Pay's not much, though. And how's the fishin' fleet doin' these days, Frenchy?" was the skipper's reply.

I looked at Bill in a stunned manner, and got a kick in the shins for it.

"Thanks, Captain, and we'll be seein' you, Mr. Archibald or whatever the name is," Bill shot back as we departed. "Any message for Melia?"

"Nice trick you pulled," I reproached Bill. "Don't think you can get me aboard that tub. I'm staying in New Orleans."

All the way back to the city Bill kept insisting it was a great proposition. He raved on about foreign ports, and finally I asked him where that Josiah M. was bound for.

"Come to think of it, they didn't say," Bill admitted. "But it must be Central America or someplace. You can't back out now, Bud. We'll hustle and crate up the machines tonight, ship 'em to Houston, and get back to Gulfport in the morning."

I knew Melia would never agree to anything like this. But I decided I wouldn't be gone very long, and the prospects of an adventurous trip seemed tempting. By the time we got a dray truck, picked up our equipment and crated it, we were two very tired fellows and in no mood to bid farewell to Melia. I mailed her a note, and we turned in wondering what the next day would hold for us.

On the bus by 7 o'clock after a hasty breakfast, Bill and I were off for Gulfport once more. I looked disgustedly at our one suitcase on the rack and muttered to Bill:

"Suppose you think this is a good idea?"

"Wait 'n' see," he answered.

By 11 o'clock we were back on the pier alongside the Josiah M. The boat looked dirtier than ever, but I didn't have time to look around for long.

"Come on, you guys," came Captain Cleese's voice. "I'm signin' you on as A.B. Dump your gear in the foc's'l and report to the mate down in the hold. Bill, you find a bunk up there too, and then stir up something for the boys in half an hour."

The fo'c'sl had six bunks on each side and was as smelly as the rest of the ship. By the time I got into some old trousers and a blue shirt, a sailor appeared to get me. The deck crew was just battening down the hatch covers when I joined them, and a tough-looking mate directed me to clean up the mess left on the deck by the boatload of steers. Five other deckhands swung into the job with me and I was too nauseated by the filth to eat much of the meal Bill had fixed up by noon. By 4 o'clock we had lashed down a deck load of lumber and were ready to get under way.

"You and Mex go down in the chain locker and stow away the lines," the mate directed me.

As the Josiah M. pulled out into the stream I took a final glimpse at the town behind me, noticed a large passenger ship heading in from the gulf and followed Mex down into the forward locker. It was stuffy and dark down there, but we managed to handle the heavy wet lines in fair fashion, standing on top of the piles of anchor chains to coil the big ropes.

"End, ho," came a shout from above to indicate all the line was down.

Suddenly we were thrown off our feet as the engine was put into full speed astern. Something was wrong! Without warning, the roaring clank of chains resounded within our small chamber—heavy chains tearing out the very bowels of the ship. They were dropping anchor to avoid collision with the incoming vessel!

I fell against a bulkhead as the chain was yanked out from under my feet. The next thing I knew, I heard a terrific scream. It was Mex! His foot was caught in the chain, and he was being pulled forward, toward the small port outside of which the two-ton anchor hung. In a flash it would be all over. . . .

(*Continued next month*)

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70c each

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YES, that's what they say about DIVIDER because Harry Williams scores again with a Brand New Idea—

Variable Player Rating

2 to 10 Free Games . . .

A New Score to Beat Each Game!

The thrill of suspense, the fascination of skillful triumph, the dizzy delight of trying again—these are the sensations that run the emotional gamut of Player Appeal on DIVIDER. Where Harry Williams leads, others are sure to follow. DIVIDER is pointing the way to Bigger Profits.

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SIZE
20" x 40"

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LOS ANGELES

The MYSTIK-KICKER Does the Trick!

The ball in the right center area cavorts crazily into the pocket that determines the number of free games to be earned on a winning score. The ball in the left center area registers the score to be equalled or exceeded for a winner. Positively nothing like it before, and

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Automatic Amusements Co.

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Asks only a few square inches of counter space.
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Company on Your First Anniversary Celebration:

This department is given over to correspondence from operators. All contributions must be signed. Opinions expressed in letters printed in this department do not reflect the policy of this publication but are expressions of opinion given by our readers. Operators are invited to contribute. Please limit letters to 300 words if possible.

FLITS HITHER AND YON

saN Diego, caliF.

Mister pAul Blackford,
Mashine journal rEview,
10s Angeles, cALIF.
mY Frien:

You my frien i write you now, i leave fT Bragg. nother feller say he start good mashine journal for Coin mashine boys, so i no like Ft? bragg no how, i pretty quick leave all the time, i let other ft. Bragg man start mashine paper, pretty soo he fix you plenty. I come down here to start mashine magashine for operatrs fellers they lika me plenty. i get on your toes plenty whn my mashine paper gets printed. you no fLit me with your henry, I no lika henry no how, i give him plenty flit myself you no care watch me quick. maybe i see you some time then you give me flit, maybe i poka henry in one big eye two times, i strong man and plenty muscles, anyway i soon have plent coin mashine magashine and i show you how flit goes no,

so long my frien
i no signa my name cause you no lika me nohow. poo poo

Already i go quick from san DieGo to braWley.

●

Checkers With Lights Latest Rabkin Model

NEW YORK—Bill Rabkin, of the International Mutoscope Reel Company, Inc., has presented a new model of the Checker game called Checker-Lite. The game embodies the same principles as the first model, but enhances the appearance as well as the play with a system of lights on the board in the shape of a cross, which, it is stated, has immediately won much acclaim for the game from jobbers and distribs.

The nine lights on the board are so arranged that scores can be conducted by their use. The operators here, who use the five-ball poker game, will pay for five, four or three lights. It is believed that this action will offer a double inducement to the players and that the game is one of the first that does not deviate from its present play but adds to it by the use of the lights so incorporated as to create a much more beautiful impression on the playing board itself.

●

Busy in Dakota

Business is moving right along up in the Dakotas, according to reports from Vern Marshall of the Dakota Novelty Company, Sioux Falls, S. D.; R. C. King, Rapid City; in the same state, and A. E. Oberg of Wyndere, N. D.

EDITOR, THE REVIEW:

I want to take this occasion to compliment you on the excellent make-up and appearance of your magazine as well as the excellence of the editorial matter.

H. B. JONES, Advertising Manager,
Bally Manufacturing Company.

●

EDITOR, THE REVIEW:

. . . I want to say in closing that the PACIFIC COIN MACHINE REVIEW is the most human and interesting journal of the lot today, getting better every month.

Subscriber W. E. S.

●

Coast Show

(*Continued from Page* 5)

at the outdoor Palm Restaurant and palm tree bar of the Ambassador Lido.

As for the entertainment side of the Coast Show, the committee already has arranged for novel features that will surpass even the memorable glories of the 1934 event. The entire facilities of the Cafe de Paree have been reservd for the closing night, September 11th, so that the delegates may have an evening of regal entertainment to the exclusion of the public. Two of the feature acts for the big floor show already have been booked, promising revue numbers of a nature which will stun even the most blase of Hollywood's sophisticated night life crowd.

Big Golf Tournament

"Something doing every minute" is the watchword of the show committee in arranging the entertainment program in keeping with the elaborate display of new amusement and service equipment at the exposition. There will be personal appearances of film celebrities, a water carnival in which Olympic stars will participate in the Lido Plunge of the Ambassador, and the National Operators Golf Championship.

The golf tournament, for which THE REVIEW has donated a huge perpetual silver trophy, will be staged at the Valley Park Country Club's de luxe course and will be open to all coin machine men regardless of their varying degrees of skill. The variety of prizes and the gaiety of the competition will appeal equally to those in the championship flight and to those who play golf "for amusement only." So dont' forget to get out the old clubs and bring 'em along!

For the benefit of exhibitors, of whom more than 50 already have made booth reservations, a floor plan of the auditorium and space reservation blank appear elsewhere in this issue.

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HOLLYWOOD

By **PAUL BLACKFORD**

A SPEED LIMIT FOR GONDOLAS is being strictly enforced on the Piccolino set for the Fred Astaire-Ginger Rogers musical film "Top Hat" at the RKO studios. With six gondolas and a motor boat operating on a canal system approximately 275 feet in length, "reckless driving" is apt to result in disastrous collisions and serious traffic snarls.

DEVOUR A TEN-POUND BEEF ROAST in one afternoon if you can. That's what the cast of "Jalna" did last week. Director John Cromwell had the members of the cast eat a light lunch and he ran into plenty of embarrassment when a slight change in schedule delayed the dinner scene until 4:30 P.M.

NINE NEW WEAPONS OF WARFARE have just been added to the total of the world's armaments! Nine new engines of destruction specially created for mortal combat are now available to the armies of the world. But it isn't quite as deadly as it sounds. The inventors of these weapons aren't militarists at all, but a staff of artists in Hollywood. The reason for their creation was the filming of "She." Story concerns a mythical kingdom where, according to legend, "burns a flame of eternal life." So, to take pictures in this unknown country, called Kor, it was necessary to create it, complete from language to climate. A standing army was drafted and armed with weapons disarmament conferences never even heard of. The most deadly of the weapons designed are spears. Made of a special Korish wood, they have heads—some eighteen inches long—of tempered steel. The swords of the officers are as long as fencing foils but heavier and less pliable. The enormous shields are offensive, as well as defensive weapons, the outer faces of each of the three styles being elaborate arrangements of steel points.

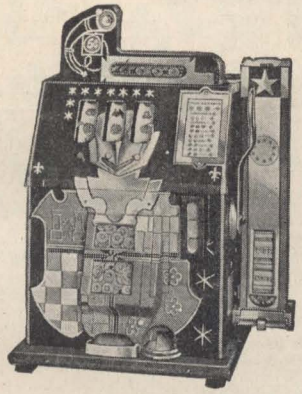
DIRECTOR RICHARD BOLESLAWSKI has a mother-in-law and a vacuum cleaner both living in the same house with him. Boleslawski's mother-in-law has been taking massages for her health and the other day the vacuum cleaner went out of order. On that day, as Boleslawski was leaving the house, he ran into what he thought was the masseur come to massage his mother-in-law, so he said to him: "How is she?" "All she needs is a couple of screws and bolts and a general overhauling!" said the vacuum-repairer.

BEST DUAL BILL TITLE OF THE MONTH, as spotted on a theater marquee in Los Angeles: THE WEDDING NIGHT, BEHOLD MY WIFE.

NEWS ODDITY: Oscar, bright plumaged parrot appearing in pictures, knows what it means to speak out of turn. After hearing the director call "lock 'em up," the familiar order to close stage doors, Oscar thought it was time for him to give some instructions. Just as Kay Johnson and Ian Hunter started a dinner table scene, Oscar cut into the dialogue with a strident "lock 'em up!" Apparently delighted with his own wit, he followed the verbal broadside by hopping into a platter of roast beef. "All right," said the director grimly, "lock him up!"

DID'JA NO: That Eric Blore, English comedian, served at the front with the Artists' Rifles, the South Wales Borders and the Royal Flying Corps during the World War?

YOU JUDGE!



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DO YOU COUNT PENNIES AND NICKELS? "PRESTO" coin counter counts and stacks 100 pennies in 15 seconds, also stacks nickels. Fits the pocket. Handy, rapid and exact. Money refunded if not satisfied. Price $1.50 each, Postpaid. SUPREME PRODUCTS COMPANY, 333 N. Michigan Ave., Chicago, Illinois. SS

1,000 TUBULAR COIN WRAPPERS (50 pennies or 40 nickels) either size $1.00; 50 Boxes (5,000 balls) Sum Chew ball gum $5.90; 100 Marbles for pin tables, assorted colors and sizes $4.00; Roller Bearing Percentage Regulators (Gimmigs) 10 or 20 stop 50c each; 10 Pounds vending machine candy $1.55; 30 Pounds vending machine candy $4.50; Red-Lip Pistachio nuts, 37c per pound; Glass globes for Columbus or Northwestern venders, $1.00 each or $10.50 per dozen; One piece Wall Brackets for Columbus or Northwestern Venders, 50c each; Floor Pedestals for Columbus or Northwestern venders, $3.00 each for one machine, or $3.25 each for two machines; Vise-Grip locks, 50c each or $5.50 per dozen; Non-Pick padlocks, 40c each or $4.00 per dozen; Suction rubber feet for counter machines, $1.00 per dozen. All prices f.o.b. Wichita. Cash with Order. M. T. Daniels, 1027R University Ave., Wichita, Kansas.

SEND CHECK $7.50 for 3000 names of coin machine operators and jobbers. Maurice Kline, 2620 North 23rd St., Philadelphia, Pa. J-1

PEANUT MACHINE OPERATORS!! Equip your venders with the New and Improved THOR SLUG EJECTOR. It stops all washers. Also "cheating" machine by tripping with wires, strings, etc., through coin slot. Fits Columbus and Ohio Penny Venders. Easily installed. Fully guaranteed. Order today. Price $1.00 each F.O.B Factory. Thor Vendor Manufacturing Co., Brainard, Minnesota. J-P

WANTED TO BUY 500 used Advance or Royal Penny Gum Venders. Describe fully. No routes. Ross V. McGuire, 1308 Lee, Long Beach, Calif. J-P

USED BARGAINS: Actions, $19.50, $22.50; Barrel Rolls, $40.00; Criss Cross-A-Lite, $24.00; Fleets, $6.50; Major Leagues, $14.00; Neontact, $40.00; Radio Station, $25.00; Rebounds, $27.50; Skyscraper, $12.50. One-third with order, balance C.O.D. Strictly cash deal. LONG BEACH COIN MACHINE EXCHANGE, 422 East 4th St., Long Beach, Calif.

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IDEAL NOVELTY COMPANY, 3003 Lemp, St. Louis, Mo. J-P

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IDEAS for marble games for sale. I have several. Box X, THE REVIEW, 1113 Venice, Los Angeles, Cal.

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